SEPTEMBER 25, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmag[illegible]adio

Broadcast Advertising

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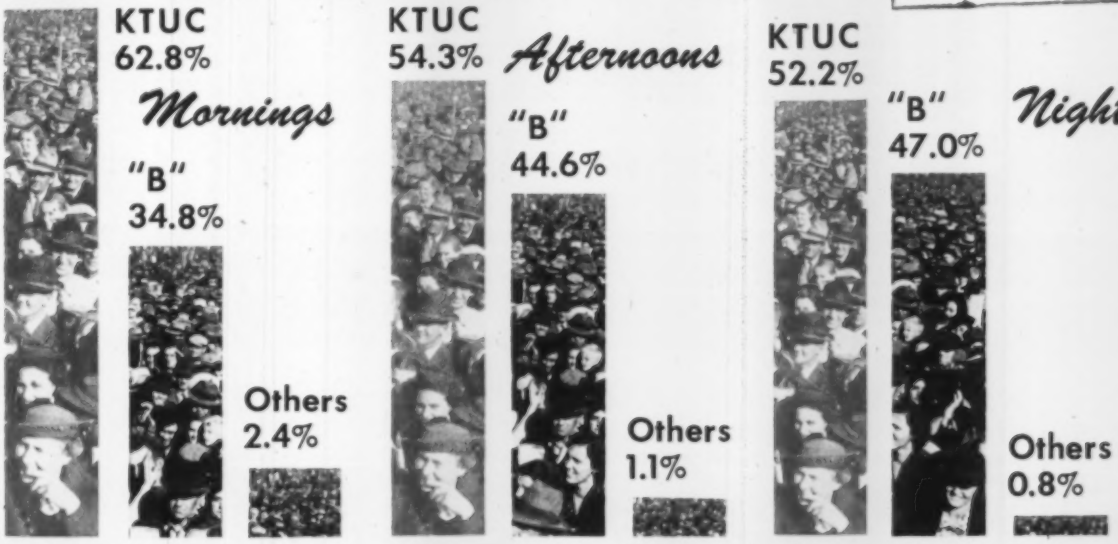
TECHNOLOGY DEPT

HOOPER SHOWS KTUC



TOPS IN TUCSON

What sales results have said again and again—what audience response has told station and advertiser—Hooper says, too: KTUC IS TOPS IN TUCSON. Not just morning, not just afternoon or night but ALL THREE TIMES—morning, afternoon and night.

Note, too, that outside stations ("others") make no dent in Tucson listening. Tucson people listen to their own stations—and ALL the time, most of them listen to KTUC: 62.8% in the morning, 54.3% afternoon, 52.2% night, according to Hooper City Zone Station Listening Index for Spring, 1944. For further details, contact KTUC, the "station that is doing things" (and is listened to) in Tucson. Let your sales story reach the audience that is "Tops in Tucson."

TO SELL ARIZONA

The Arizona Network

★

KTUC, Tucson KSUN, Bisbee-Lowell

KOY, Phoenix

KTUC

TUCSON, ARIZONA—CBS

1400 Kilocycles—250 Watts LEE LITTLE, Manager

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

State Farm Program Praised By Sixth District Lawmaker

Aggie Broadcast To Be Staged Here Saturday Morning

WKY INSTALLS NEW FARM REPORTER SERVICE

Custer Countians To Appear on Radio Program August 26

New Farm Program To Go On Air Saturday

Chandler Selected For First Broadcast Of Weekly Feature

WKY Farm Broadcast Is Scheduled For City On August 19

WKY Farm Broadcast Is Scheduled For City On August 19

WKY Farm Broadcast Is Scheduled For City On August 19

PROGRAM FOR BROADCAST IS OUTLINED

WKY Officials Met Here Monday To Plan For Saturday Morning Event

New Radio Farm Program Praised Here

County Farmers to Broadcast on Soil Building Program

WKY Broadcast Will Honor FFA Boys Saturday

Participants In Approaching Radio Program Named

Local Broadcast Scheduled For 11:30 Saturday

WKY's "Farm Reporter" Is

MAKING NEWS

All Over Oklahoma!

SINCE his first program on August 9, WKY's Farm Reporter has been making news, north, south, east and west in Oklahoma. Most important, he has been making a hit with farmers.

WKY's new farm service department is quickly becoming the focal point toward which the important agricultural information of the state gravitates and toward which farm folk look daily for up-to-the-minute farm news and ideas.

The five-a-week quarter-hour broadcast at noontime is all meat; the kind of information farmers can use to farm better and live better. Saturdays, the program originates in some outstanding farming community with prominent farmers of the district participating.

The expanding activities of the farm service department have already necessitated an addition to the staff.

WKY already has the largest farm audience of any station in Oklahoma. WKY's Farm Reporter will make them better farmers and better customers as time goes on.

Clarence Burch

STAFF ENLARGED

Clarence Burch has been named to assist Edd Lemons, WKY's Farm Reporter. Burch has been county agent of Cleveland county since 1937 and owns a 1,200-acre cattle ranch in southern Oklahoma. He is a graduate of Oklahoma A. & M.

With this addition, WKY's farm service department now employs three persons full time.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman and Times
The Farmer-Stockman ★ KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management)

WKY TO SPONSOR NEW PROGRAM FROM CHANDLER SATURDAY, AUGUST 26 TO DEAL WITH SOIL CONSERVATION

Panhandle A. and M. President Attend Launching Of WKY Station Farm Service Department

Bicket Appears On Radio Program

LINCOLN COUNTY FARMERS TO BE ON WKY RADIO PROGRAM BROADCAST FROM COURTHOUSE LAWN SATURDAY

Today's Moolah—
for Tomorrow's Merchandise

Never have there been such high payrolls as are in Detroit today; never so much take-home pay.

What are war workers doing with their lush dollars?

Mostly, they are buying War Bonds in such quantities that Michigan is at the head of the 48 states in payroll deductions for Bond purchases. And, they're making double and triple monthly payments on mortgages—in many cases mortgages are being paid off in lump sums.

Recently, a Detroit News reporter surveyed the situation for story material. He discovered that "easy money" was being spent the hard way—with surprisingly little waste. He learned that debts are being paid off; that bills are met promptly; that bank savings accounts are in an upward spiral. Everywhere there is a sober realization that in the tomorrows ahead, today's dollars will come in mighty handy.

All this adds up to tremendous postwar buying power. No matter what happens in the reconversion period, Detroit will be one of the Country's prime markets for years to come.

Keep your eye on Detroit, and remember that WWJ is the most listened-to station in this great market.

WWJ

America's Pioneer Broadcasting Station—First in Detroit

Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

National Representatives

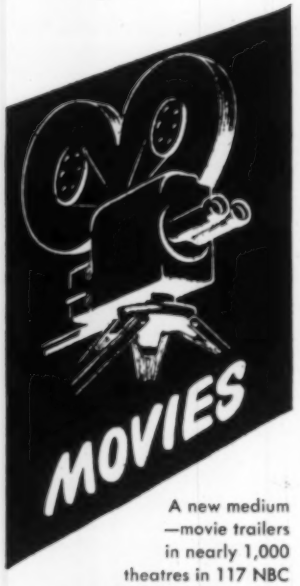
NBC BASIC NETWORK

ASSOCIATE FM STATION WENA

MORE about

As the outstanding advertising medium, radio itself highlights the 1944-45 NBC Parade of Stars with two half-hour evening network All-Star programs on September 19th and September 26th and five daytime half-hour programs during October 2nd - 6th. All this in addition to thousands of locally produced star programs and announcements.

A smashing campaign of NBC-bought newspaper ads in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Los Angeles over a nine-week period in papers having a daily circulation of 20 million, supported, of course, by the intensive year-round campaigns of NBC affiliated stations in their own areas.



A new medium —movie trailers in nearly 1,000 theatres in 117 NBC affiliated station cities. Lowest estimates indicate over 30,000,000 people will see the four-week film campaign. A new film each week will feature top NBC stars.

A comprehensive package of individualized program promotion material for every NBC commercial program containing 65,100 recorded station spots . . . 44,785 live announcements . . . 14,815 newspaper and photo mats . . . thousands of car cards, posters, publicity releases and photos.

National B

ut the NBC Parade of Stars

In August NBC announced the new Parade of Stars as a year-round operation . . . and outlined some of the preliminary details.

Now, with the opening of the fall season, NBC and its **143** stations have begun a four-pronged program promotion drive using:

On-the-air programs, both network and local—

A hard-hitting newspaper advertising campaign in all NBC-owned station cities and production points supported by newspaper ads of NBC affiliates—

Specially-built movie trailers in 117 NBC station cities from coast to coast.

All-inclusive program promotion material (the Parade of Stars Bandbox) sent stations in mid-August.

As a result, NBC advertisers will have even greater audiences for their programs which have habitually dominated the attention of the listening public.

Tested in 1942 and 1943, the new NBC Parade of Stars represents the ideas and promotion devices that have consistently proved successful in building listeners to radio programs.

The 1944-45 NBC Parade of Stars is **no** "shot-in-the-arm" seasonal promotion but a *year-round* program promotion designed to induce listeners to keep their dials tuned to the 143 stations of *"The Network Most People Listen To Most."*

Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

WWL Advt.
Nov. 1941

Today—

When You
Think of
NEW ORLEANS

. . . You Think of

549,281 RATION BOOKS NO. 4

. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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"Mystery Chef"

One of the Blue Network's
Greatest Salesmen

1:15 P.M.
Monday thru Friday

For KFOR Sponsorship Contact

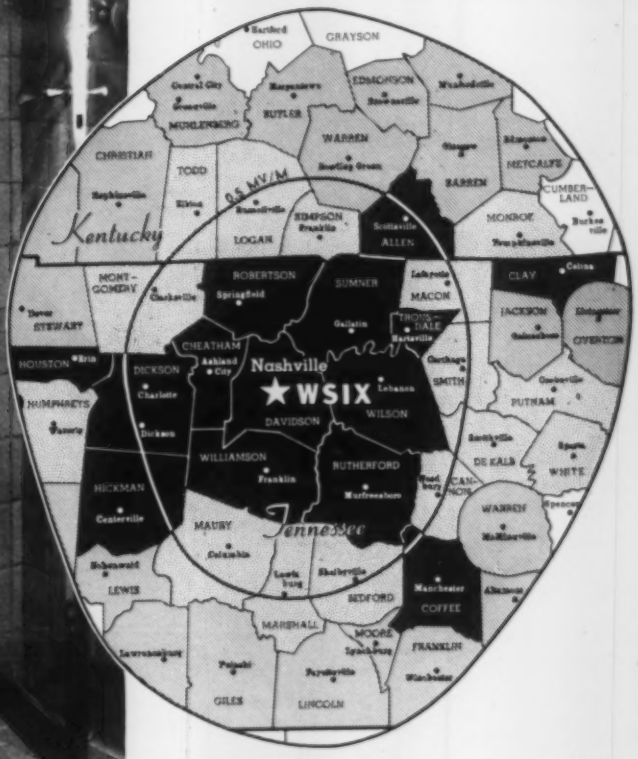
EDWARD PETRY & CO.

Blue and Mutual Networks

KFOR LINCOLN Nebraska

"Nebraska's Capital City Station"

What is COVERAGE ?



5,000 WATTS — 980 KC

Covers the Metropolitan Trading Area of the Prosperous City of NASHVILLE

WSIX with its 5,000 watts on 980 kc covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Well selected Blue and Mutual network programs, with numerous topnotch local broadcasts, furnish strong listener appeal. Here's a powerful sales force ready to serve you. Selling costs per dollar in Nashville are lower when you use WSIX.

For availabilities, write or wire this station or

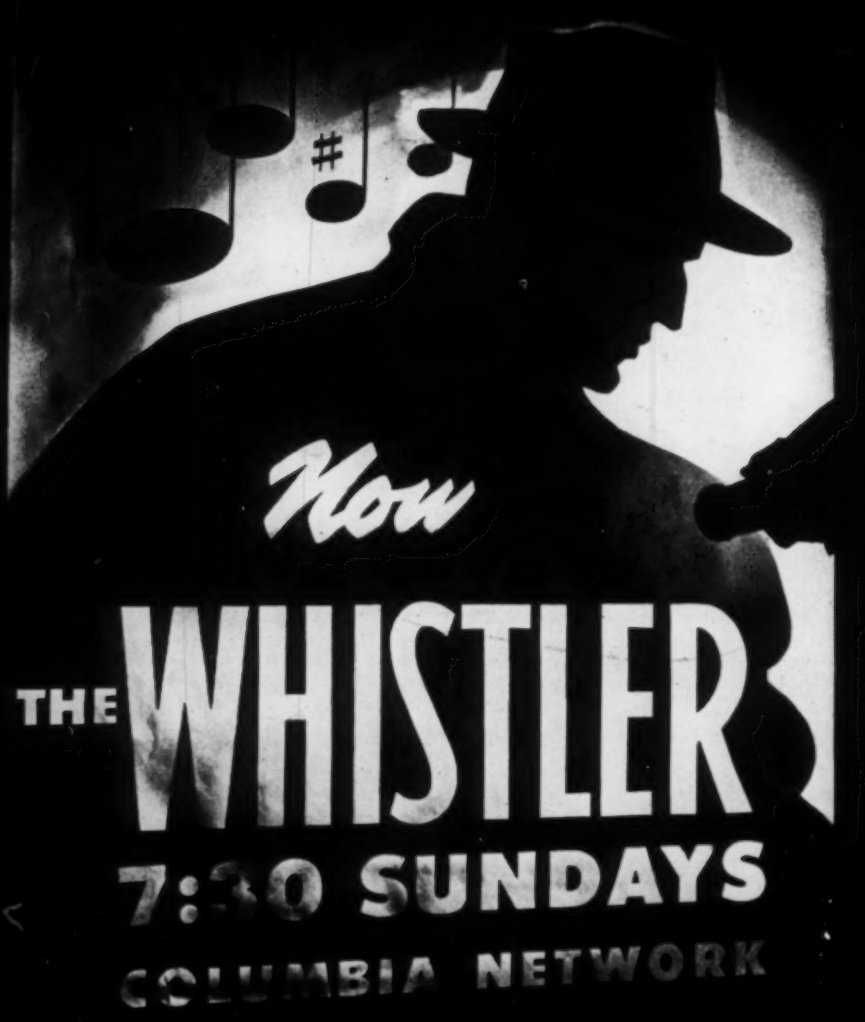
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

BLUE **MUTUAL**

THE KATZ AGENCY, INC.,
National Representatives

Published every Monday, 43rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

It takes



IDEAS *to make a network*

. . . here are four notes on a good one

Practice whistling these notes: *B, E, F#, B.* If you can do it like *The Whistler,* maybe millions will listen to you, too. When the Pacific Coast hears those four somber and meanful tones, it steels itself against terrifying suspense.

The mystery of *The Whistler* has held rapt public attention for two solid years. *Today, it ranks fifth among 40 radio shows produced expressly for Coast Networks.* Columbia Pictures has made one successful movie out of it, now has another in production.

Its sponsor on Columbia Pacific whistles, too—but happily—as 1800 independent Signal Oil dealers applaud the way those four notes keep their grease-racks and wash-stalls filled. Their business flourishes despite rationing.

With mystery shows crowding the air and bodies lying stacked in studios, we look on *The Whistler's* successful record as exceptional. Ideas, of course, are responsible . . . better ideas for plots, better ideas for characterizations, for creating atmosphere, for sound effects. In short—more thought applied to attaining a superior radio production.

The success of *The Whistler* is another example of what Columbia Pacific *thinking* accomplishes. We have many other shows (including four of the 10 most popular Western programs)—and some of them may be just what you need. If not, the *idea network* can invariably custom-make one to your requirements. Our ideas are yours for the asking—from us or the nearest office of Radio Sales.

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

"Dash it, Thistlewaite—I said to round up some spots—*not* some tots!"

● We don't know much about *tots*—but our F&P Colonels really are pretty good at rounding up *spots!* We're in constant contact with all the stations we represent, by both telephone and teletype—either know or can quickly find out *exactly* what's available. And believe *us!*—our telephone bill attests the fact that we save hundreds of dollars each month for agencies and advertisers all over the Nation!

What spots can we round up for you—now?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 13 WASHINGTON, D. C., SEPTEMBER 25, 1944 $5.00 A YEAR—15c A COPY

Realigned Blue Slated to Be ABC Network

LaRoche Directing Head; Woods, Kobak Duties Changed in Reorganization

CHANGE IN name of the Blue Network to American Broadcasting Co. (ABC Network), is expected before the end of the year as a sequel to the executive reorganization last week which placed Chester J. LaRoche, chairman of the executive committee of the Blue, in the position of operating head as vice-chairman of the board. Arrangements already have been completed whereby American Broadcasting System Inc., holding company of Edward J. Noble, Blue chairman, acquires the names "American Network Inc." and "American Broadcasting Co."

While official confirmation was withheld, Blue officials did not deny the move toward the name change, which is expected to be announced through a large-scale campaign to promote the new identity nationally. The name "American Network Inc." heretofore has been held by the FM project looking toward establishment of a post-war FM network. With dissolution of that project in the last fortnight [BROADCASTING, Sept. 11], it was reported all rights to the name have been disposed of to Mr. Noble's company for $10,000.

Relinquished by WOL

The name "American Broadcasting Co." held by Mrs. Helen Mark as licensee of WOL Washington is being transferred to the Blue organization without financial consideration by voluntary action of Mrs. Mark and William B. Dolph, executive vice-president.

The only other licensed company in radio having an "American" name identity is the American Broadcasting Corp., a Kentucky company, which is licensee of WLAP Lexington and KBIR Knoxville. Conversations have been held with J. Lindsay Nunn, executive head in the absence of his son, Maj. Gilmore N. Nunn in overseas Army service, regarding a waiver. Mr. Nunn told BROADCASTING last Friday the transfer would be made.

American Broadcasting Co., by virtue of an action of the FCC last week, becomes the licensee of WMT Cedar Rapids, Ia., under a transaction whereby the Iowa station was exchanged for WOL Washington with the Iowa Broadcasting Co., owned by the Cowles group. Presumably, Mrs. Mark and Mr. Dolph will relinquish the American Broadcasting Co. name and establish another corporate designation to operate WMT.

Mr. LaRoche, former chairman of Young & Rubicam and of the War Advertising Council, joined the Blue last June as chairman of its executive committee, following purchase of 12½% of the stock of the holding company, American Broadcasting System Inc. Under the reorganization announced last Monday by Mr. Noble, Mr. LaRoche was elected vice-chairman of the network's board and, as such, became chief executive officer of the network.

Move is part of a general reorganization of executive responsibilities of the network's officials, the announcement stated. Mr. LaRoche, whose former position of chairman of the executive committee has been abolished, will supervise the program and publicity activities of the Blue.

Work Realigned

Mark Woods, Blue president, will work directly with Mr. LaRoche in executive responsibility for the network's operation and will assume duties formerly carried out by Edgar Kobak, executive vice-president of the network. Under the new line-up, the sales, traffic, stations, engineering, operations and general service departments will come under Mr. Woods.

Mr. Kobak has been placed in charge of the Blue's plans for television, FM, facsimile and international broadcasting. Blue has applications on file with the FCC for FM stations in New York, Chicago and Los Angeles and has announced its intention of filing for a San Francisco FM station as well. Mr. Kobak will also supervise studio construction for the network, which plans construction of its own studios in the network key cities as soon as material and labor are available.

Business Gains

Mr. Kobak will outline plans for the network's program of expansion both physically and into new fields of radio service at a press conference Sept. 25.

In announcing these changes, Mr. Noble said: "A reorganization and expansion of the executive division of the Blue Network Co. has been necessitated by a 60% increase in business in the last year and by a determination to intensify our efforts in the fields of television, FM and facsimile. As soon as the war is successfully completed, these developments will require the building of the most modern studios in New York, Chicago, San Francisco and Hollywood."

LaRoche Role Foreseen

Expectations that Mr. LaRoche would assume an active role in the management of the Blue have been general in industry circles since his purchase of an eighth of Mr. Noble's interest in the network the end of last year for a reported $500,000. At the same time a similar block of stock was acquired by Time Inc. for a like sum, and smaller holdings were acquired by Mr. Woods and Mr. Kobak. The amount of stock purchased by the latter two executives was undisclosed, but their combined stock was believed to be in the neighborhood of 5%. Mr. Noble purchased the network from RCA for $8,000,000 in cash in October 1943, at that time announcing his intention of inviting management and possibly other interests to participate in its ownership.

A lengthy illness prevented Mr.

OWI Spot Plan in Third Year; 132 Sponsors Air 250 Programs

Growth From 2 to 30 Million Listener Impressions Since 1942; Time-Talent Value $63,000 Weekly

PROSPECTS for delivering approximately 30,000,000 listener impressions per week for war information campaigns through the National Spot and Regional Allocation Plan were seen last week by the OWI Domestic Radio Bureau as the Plan went into its third year of operation with 132 participating sponsors broadcasting 250 programs. The Bureau estimated value of time and talent contributed for the messages at $63,000 per week.

Developed in 1942

The Bureau recalled that when the Plan first began operations in September 1942 it brought in only 2,000,000 listener impressions. The tremendous increase since that time, it was explained, is due to the growth in the number of sponsors which have joined the Plan and to relaxation of restrictions which originally limited participation to programs broadcast in five or more cities.

Operating much like the Network Allocation Plan, the National Spot and Regional Plan was developed in 1942 by the Bureau and the Radio Committee of the War Advertising Council in order to reach the important audiences of increasingly popular regional network shows and spot programs, both live and transcribed. Each of the 250 programs participating carry at least one assigned war message a month and most of them carry more.

The Plan requires that weekly programs carry one war message every four weeks and programs broadcast more than once a week carry two war themes in four weeks. Programs of five minutes or more which are sponsored on two or more stations are eligible for participation.

The Bureau finds that the quality of the messages contributed by the sponsors is high. The appeals are well written and often the entire program is devoted to the war theme. Very few "hitchhike" or "throw away" messages are used by the advertisers, it was stated.

Advertisers sponsoring regional programs eligible for participation who wish to join the Plan are urged to communicate with the OWI Domestic Radio Bureau, Washington 25, D. C.

KEY FIGURES IN BLUE EXECUTIVE REALIGNMENT

MR. NOBLE
Chairman

MR. LA ROCHE
Vice-Chairman

MR. WOODS
President

MR. KOBAK
Executive Vice-President

LaRoche from becoming active for some months, however, but on his return to New York last June he resigned his former post of chairman of the War Advertising Council to devote his full time to the Blue.

Last week, upon assuming his new duties, Mr. La Roche said:

"Radio, through the efforts of advertisers and the networks, has had its biggest development and maturity in the entertainment field. Major growth and recognition as a respected and mature informational force lie ahead. These opportunities will be immeasurably increased with television.

Informative Shows

"Radio can help millions of people see clearly how national and world events affect their lives. This will be done on the Blue Network by devoting important evening hours to featured service and informational shows and by putting behind these shows the experienced production that has gone into the entertainment field.

"Along with the press, radio is and should be a potent informational force for preparing this country to recognize its obligation to world peace and economic leadership.

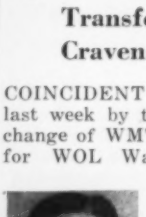
"The Blue will venture boldly in this field. Its policy is summed up in the words 'in the service of the people'."

Rumors of the Blue's reorganization were rife during the recent NAB Executives' War Conference in Chicago, when it was reported that an executive shake-up was impending that would include the departure of Mr. Kobak from the network in the development of which he has played a major part since its separation from NBC more than two years ago. At that time Mr. Noble, Mr. Woods and Mr. LaRoche declared that such rumors were without foundation.

Merle Jones to Manage WOL; Quarton to Retain WMT Post

Transfer of Stations Is Approved by the FCC; Craven Named to Head All Cowles Stations

COINCIDENT with the approval last week by the FCC of the exchange of WMT Cedar Rapids, Ia. for WOL Washington, Gardner Cowles Jr., president of Iowa Broadcasting Co., as the new owner of WOL, announced appointment of Merle S. Jones, general manager of KMOX St. Louis, as the new general manager of WOL. William B. Dolph, executive vice-president of American Broadcasting Co., which takes over WMT Oct. 1, simultaneously announced that William B. Quarton would continue as general manager and that no changes in the WMT staff are contemplated.



Mr. Jones

The FCC last Tuesday approved the transaction whereby the license of WOL, Mutual outlet on 1260 kc with 1,000 w power was exchanged for that of WMT, CBS and part-time MBS outlet on 600 kc with 5,000 w fulltime, with a differential on value of physical equipment. The total consideration specified for WOL was $38,367.41 and that for WMT $35,081.55, with the $3,000 differential paid to the American Broadcasting Co.

Mr. Cowles simultaneously announced that T. A. M. Craven, who became vice-president of IBC last July after seven years on the FCC, will be the executive head and technical advisor of all four of the IBC stations (WOL, WHOM New York, KRNT Des Moines, and WNAX Yankton). Comdr. Craven will headquarter in Washington. Craig Lawrence, IBC vice-president, has established headquarters in New York and is in charge of WHOM with studios in New York and Jersey City. He also will become vice-president of WCOP Boston, which has been purchased from Bulova radio interests for $225,000. This transaction awaits approval of the FCC.

It is understood that the name of Iowa Broadcasting Co. will be changed to Cowles Broadcasting Co. in the near future.

Phil Hoffman has been elected vice-president with headquarters in Des Moines, supervising the operations of KRNT and WNAX. Don Inman is manager of the Yankton-Sioux City station.

Mr. Dolph has established new headquarters for American Broadcasting Co. in the Barr Bldg., Washington. He plans to divide his time between Cedar Rapids and Washington, as well as to look out for other American Broadcasting Co. and personal radio interests. President and principal stockholder of American, as the operator of WMT, is Mrs. Helen Mark.

Appointment of Mr. Jones' successor at KMOX has not been announced, and no date for his leaving CBS has been set. The selection will be made shortly by H. Leslie Atlass, CBS vice-president in charge of central division operations, who said it was likely someone from within the organization would be named.

GILLETTE WIDENS SERIES COVERAGE

TO FACILITATE shortwaving of the World Series to servicemen overseas the Gillette Safety Razor Corp., Boston, sponsor of the event on Mutual, has agreed to confine all commercial copy to periods at the end of every inning. System allows the Armed Forces Radio Service to make clean-cut deletions for overseas consumption. Details were worked about by representatives of AFRS, Gillette, Mutual and Maxon Inc., New York, Gillette agency.

According to J. P. Spang Jr., Gillette, president, the series will reach the most expansive audience ever claimed by any athletic contest. The games will be shortwaved via WCBN New York, WLWL-1 New York and WLWL-2 Cincinnati. On the West Coast, three San Francisco transmitters will be used: KROJ KGEX KWIX. A "recreation" summary of from 35-40 minutes in length by Joe Hasel and Mel Allen, will be beamed to Iceland and Greenland, and another 45-minute summary by the same team, to the Southwest Pacific. The BBC will serve primarily as a "technical distribution line. Troops in India will hear a daily quarter-hour resume of the series beginning Oct. 5.

Quaker Spots

QUAKER OATS Co., Chicago, begins sponsorship of one-minute transcribed announcements, placed by Ruthrauff & Ryan, on the following stations:

KOMA KOCY WKY KOIN KXL KGW KALE KEX KMBC KCMO WHB KRLD WFAA WBAP KFJZ WRR KFDA KWFT WOR WABC WEAF WNEW WMCA WGN WCFL WJJD WIND WMAQ WAIT WLS KXOK KMOX KWK KSD KLRA KARK KGHI KWTO KTTS KGBX KPO KGO KJBS KQW KSFO KMTR KNX KFI KFWB KMPC KHJ KMA KIRO KXA KJR KOL WCKY WCPO WSAI WKRC WLW KOIL KOWH WGAR WHK WHAM WJW KYW WCAU WFIL WIP WPEN KDKA WJAS WCAE WTAD WNAX WMT KRNT KSO KFH WXYZ WJBK WWJ WJLB.

FCC to Hear Claims for Spectrum Space

Extensive Study to Get Under Way Sept. 28

WITH MORE than 75 organizations, corporations and individuals listed for appearances, the FCC hearings in the allocation of frequencies of the radio spectrum from 10 kc to 30,000,000 kc will get underway Thursday (Sept. 28) at 10:30 a.m. under the guidance of Charles R. Denny Jr., FCC general counsel, and George P. Adair, chief engineer, before the Commission en banc.

Hearings will be held daily except Sundays and Mondays at the Interdepartmental Auditorium, Constitution Ave. between 12th-14th Sts., Washington. During the sessions the Commission will hold its regular weekly meeting on Mondays instead of Tuesdays to avoid a break in the allocations hearings.

Propagation Data

The first three days (Thursday, Friday and Saturday this week) will be devoted to preliminary discussions by Commission officials and those of the Radio Technical Planning Board. Under the tentative schedule announced last week, propagation data assembled by the FCC Engineering Dept. will be presented when the hearings are called to order.

Although Commission officials late last week had not announced who would make the presentation, it appeared likely that Dr. Lynde P. Wheeler, chief of the Technical Information Division, Engineering Dept., would be the logical speaker since his division has been working for months assembling the necessary data. Messrs. Denny and Adair are expected to conduct the questioning and cross-examination.

Following the propagation data, Dr. W. R. G. Baker, chairman of the RTPB, will present his board's findings. These RTPB panel chairmen will offer their respective preliminary discussions: Howard S. Frazier, Panel 4, Standard Broadcasting; C. M. Jansky Jr., Panel 5, Very-High Frequency (FM) Broadcasting; David B. Smith, Panel 6, Television; John V. L. Hogan, Panel 7, Facsimile Broadcasting; Haraden Pratt, Panel 8, Radio Communications; E. W. Engstrom, Panel 9, Relay Systems.

D. W. Rentzel, Panel 11, Aeronautical Radio; A. Senauke, Panel 12, Industrial, Scientific & Medical Equipment; D. E. Noble, Panel 13, Portable, Mobile & Emergency Service Communications.

After the panel chairmen have concluded, Dr. A. N. Goldsmith, chairman of Panel 1 on Spectrum Utilization, and Dr. C. B. Jolliffe, chairman of Panel 2 on Frequency Allocations, will summarize. Panel 3 on High-Frequency Generation, of which R. M. Wise is chairman, and Panel 10 on Radio Range, Direction and Recognition, headed by E. M. Deloraine, had not been assigned places on the schedule last week.

Four Major Groups

Under the Commission's tentative schedule the various services will be broken into four major groups as follows:

Group I—Fixed public service (other than Alaska); Coastal, Marine relay, ship, mobile press and fixed public service in Alaska; Aviation; Amateur; International Broadcast.

Group II—Standard Broadcast; High-Frequency (FM) Broadcast; Noncommercial Educational; Television; Facsimile Broadcast; Other Broadcast Services.

Group III—Police, Fire & Forestry Services; Special Emergency, Provisional & Motion Picture Services, Special Services (geophysical, relay press).

Group IV—Industrial, Scientific & Medical Services; Relay Systems (Program and Public & Private Communications); New Radio Services (Railroads, Buses, Taxicabs).

Chairmen of the various RTPB panels will lead the discussions of each topic. They, in turn, will be followed by witnesses from other organizations, corporations and by individuals. In many instances the RTPB chairmen also will represent private industry. In such cases they are expected to combine their testimony, except where their private interests go beyond those to be covered by the RTPB.

FULL TEXT of FCC Public Notice setting forth order of evidence in allocations hearings beginning Sept. 28 on page 30; allocation schedule on page 26; cross-examination procedure on page 60.

After all the testimony is completed, the Commission will receive recommendations from the chairmen of Panels 1 and 2 based on testimony. That phase is expected to begin about Nov. 1. Evidence from any other person or group having recommendations also will be heard.

Although the Commission originally set a Sept. 20 deadline for exhibits, several of the RTPB panels and individual corporations asked for more time in view of the short time between notice of the hearings and Sept. 20. Consequently the FCC announced it would accept exhibits filed after Sept. 20, although interested parties were urged to get them in as early as possible.

Because of the large number of appearances and desire of the Commission to conclude its hearings and present its recommendations to the State Dept. by Dec. 1, certain restrictions have been adopted with reference to cross-examination. Forms will be available at the hearing auditorium for any participants who wish to cross-examine any of the witnesses. The forms request permission, give space for the subject concerning cross-examination, length of such cross-examination and name of person who desires to conduct it, together with his organization.

Educators Active

If the question is appropriate and the subject matter has not been or will not be covered by other cross-examination, Commission counsel will ask the question. In each instance the Commission will decide whether to permit cross-examination. Where more than one question is to be asked the Commis-

(Continued on page 60)

Fly Urges Video in High Frequencies

Says Improvement Must Be Made Before Its Return

TELEVISION should be moved into higher frequencies of over 500 mc to provide for maximum results and technicalogical developments, FCC Chairman James Lawrence Fly declared at a luncheon meeting of the Radio Industries Committee of the Kisch Foundation in New York last Thursday.

Video Important

Speaking on postwar trends in television, the FCC Chairman said that "Television is raring to go. Yet it must seek and must develop improvements. For optimum results it would seem better to push television up into the broader band width of 500,000 kc or higher. There we can experiment and find plenty of room in the broadened band width for bigger and finer pictures. Also in that setting, color television may be developed and operated successfully and add to the attractiveness of television and hence to its success".

Mr. Fly stressed the importance of chain television. "Chain television", he said, "must be developed. We must have radio highways on which to convey television and FM from point to point, establishing an effective chain system of television and FM broadcasting.

"These are examples of major steps that must and will be taken in due course. In each of them there are important and technical difficulties that require the benefit of research carried on by competent technicians that will work in such laboratories as the Kisch Foundation plans to establish. What is needed is more research today and more tomorrow and tomorrow.

"In the meantime", Mr. Fly continued, "television is going to move into commercial operation and develop a demand for radio equipment as this country has never seen before. The better the system, the greater the success of television for everyone engaged in the venture".

Alluding to FM, Mr. Fly said at the outset that FM is ready to go and has been ready to go for quite some time. "FM has brought to radio a quality which has not to this date been equalled in the field of AM," he stated.

Lauds Foundation

The group that Mr. Fly addressed is the radio and industry division of the Kisch Foundation, organized to erect electrical and industrial engineering laboratories in the memory of the late Brigadier General Frederick H. Kisch, chief engineer of Field Marshal Sir Bernard L. Montgomery's Eighth Army. Gen. Kisch was killed in action in Tunisia last year. The laboratories are to be erected at the Hebrew Institute of Technology in Haifa, Palestine, with funds of $500,000 raised by the American Society for the Advancement of the Institute in this country. The radio industries division quota is $50,000. William Fondiller, assistant vice-president of Bell Telephone Labs., an organizer and founder of the Society, addressed the meeting briefly, explaining the aims and objectives of the Kisch Foundation and the work of the Institute in expanding its studies into the fields of electronic broadcasting and electrical industrial engineering. Mr. Fly, in his opening remarks, lauded the project as well as the Institute, which is known as the MIT of the Near East.

Speaks at Cornell

In an address delivered at Cornell U. as the Bernays lecturer last Wednesday, Mr. Fly characterized radio as the only practical mechanism of free speech. Speaking on "some observations of freedom of speech and press", he stated that "monopolistic controls in the fields of newsgathering and news distribution and in the field of communication must be watched most carefully. Various devices utilized to suppress and control the gathering and distribution of news throughout the world must be considered . . . Bias", he said, "has a great variety of sources". Mr. Fly's appearance at Cornell was one of a series of lectures on freedom of speech established last year by Edward L. Bernays, New York publicist.

ANA-AAAA Vote NAB Survey Plan

Informally Accepted at Joint Meeting Held Friday

UNANIMOUS APPROVAL of the NAB standard stations coverage measurement plan was informally given last Friday by the radio committee of the Assn. of National Advertisers following a presentation of the plan by Hugh Feltis, KFAB Lincoln, past chairman of the NAB Research Committee, at a meeting called by the ANA at the Hotel Biltmore, New York.

Vote, given by a show of hands following intensive questioning of Mr. Feltis on details of the plan, was participated in by representatives of the radio, timebuying and research committees of the American Assn. of Advertising Agencies and by a number of advertising executives of national advertiser members of ANA, all of whom joined the ANA radio committee in expressing their informal approval of the uniform system of measuring station coverage.

Formal Approval Expected

Official endorsement of the NAB plan of the ANA and the AAAA is expected within the next month, following its presentation to the respective boards of directors. At those meetings it is also anticipated that each group will appoint a committee to work with a similar NAB committee in drafting articles of incorporation and by-laws governing operations of a bureau to supervise the creation and carrying out of the plan. All three organizations —NAB, ANA, and AAAA—will be represented on the bureau.

After the committees have been appointed and articles of incorporation and by-laws have been drafted, the NAB research committee will request the NAB board for an appropriation to cover the initial expense of setting up the bureau.

Paul West, ANA president, presided at the meeting, introducing J. Harold Ryan, NAB president. D. B. Stetler, advertising director of Standard Brands and chairman of the ANA radio committee, conducted the discussion, during which Frederic Gamble, AAAA president, voiced his endorsement of the standard coverage measurement program.

NAB delegation at the meeting, in addition to Messrs. Ryan and Feltis, included: Roger W. Clipp, WFIL Philadelphia, chairman of the subcommittee which drew up the plan and new Research Committee chairman; Paul F. Peter, NAB Research Director, and Lewis H. Avery, NAB Director of Broadcast Advertising. About 50 advertisers and agency executives attended.

KSFD on NBC Basic

KSFD, 1,000 w station, San Diego, Cal., operating on 600 kc, and since Aug. 13, 1943, a supplementary NBC outlet, on Oct. 1 becomes a basic network station.

Favor Congress Airings

PRELIMINARY returns of a station poll initiated by Nathan Straus, president of WMCA New York, on proposals to broadcast proceedings of Congress indicate an overwhelming endorsement of the plan. Of 56 stations heard from last Thursday, 42 endorsed Congressional broadcasts and 14 said they would carry them. In the House last week Rep. Coffee (D-Wash.) introduced a joint resolution to authorize the broadcast and recording of all proceedings (see page 20).

ALLOCATION PLAN STUDIED BY PANEL

FINAL meeting of the Allocations Panel (No. 2) of Radio Technical Planning Board before the start of the FCC hearings on allocations for all radio services in Washington, Sept. 28, wound up with a number of overlapping requests from various industry groups. Another meeting will be called in Washington following the initial stage of the hearings to make further efforts to eliminate these conflicts before the time arrives for the detailed presentation of frequency needs.

All-day meeting of Panel 2 in New York completed the task of charting the requests of the various service panels of the RTPB during the morning session and in the afternoon attacked the task of resolving the remaining conflicts. Despite the overlapping requests, chiefly involving conflicts between television, amateurs and the aeronautical radio services, many of the latter currently devoted to Government use and earmarked as immovable in the recent proposals of the Interdepartment Radio Advisory Committee, enough progress was made to justify the calling of another meeting. Dr. C. B. Jolliffe, RCA, chairman of Panel 2, presided.

Congress Adopts Worldwide 'Free News' Pact Resolution

CONGRESS went on record unanimously last week in favor of an international pact protecting the "right of interchange of news" on a worldwide basis "without discrimination as to sources, distribution, rate or charges". After adopting the resolution, a compromise of resolutions introduced by Sens. Taft (R-O.) and Connally (D-Tex.) and Rep. Fulbright (D-Ark.), both Houses adjourned last Thursday until Nov. 14.

Aside from the reconversion bill and hearings by the House Select Committee to investigate the FCC, Congress conducted little other major business in its eight weeks following the major political conventions. President Roosevelt failed to send to the Senate a nomination to the FCC post vacated last July 1 by Lt. Comdr. T. A. M. Craven, now vice-president of the Iowa Broadcasting Co.

Hyde Is Mentioned

Whether the White House plans to make a recess appointment could not be learned. While one is possible, on Capitol Hill it was speculated that the President probably would withhold the FCC appointment until after election. Among those favorably mentioned for the post is Rosel H. Hyde, assistant general counsel in charge of broadcasting and a Republican.

Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, planned to leave the capital soon after adjournment. He scotched any likelihood that radio legislation would be revived this session.

"When radio finally decides what it wants in the way of legislation, maybe we can get together," he commented last week.

On the House side Chairman Clarence F. Lea (D-Cal.) of the Interstate and Foreign Commerce Committee, plans to make radio legislation one of his first orders of business in the new session, he indicated. Although Rep. Lea is expected to be replaced as chairman of the Committee should the Republicans win a majority in the House, nevertheless he declared that whether he's chairman "or one of the Congressmen," he is convinced of the need for new legislation.

During the recess his Select Committee staff plans to delve further into station sales and transfers in an effort to determine whether or not the Commission has showed favoritism in granting certain transfers. Chairman Lea also indicated his Committee is studying FCC rules and regulations to determine whether the Commission has gone beyond the intent of Congress.

The Connally "free news" resolution as adopted by both Houses was drawn up by a subcommittee of the Senate Foreign Relations Committee, headed by Sen. Alben W. Barkley (D-Ky.), Majority Leader, and including Sen. Wallace H. White Jr. (R-Me.), acting Minority Leader. Text follows:

"Resolved that the Congress of the United States expresses its belief in the worldwide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any means, without discrimination as to sources, distribution, rates or charges; and that this right should be protected by international compact."

Blue Asks Special V-E Sponsor Copy

Heavy News Schedule Likely; Constructive Shows Urged

THE BLUE Network's proposed policies for V-E Day broadcasting were set forth in a letter sent Friday to clients and agencies by Chester LaRoche, vice-chairman of the board, asking that they inform the Blue of plans for handling programs and commercial announcements on that day.

Letter placed strong emphasis on the responsibility of both broadcaster and advertiser to counteract a possible over-exuberance and letdown in effort following Germany's defeat, and to channel the anticipated wave of elation into "constructive effort which will shorten the war with Japan". V-E Day, the letter stated, presents to both network and client a real opportunity to drive home to the listening public certain important points vitally affecting the morale and effectiveness of those at home and on the fighting fronts.

Prominent Speakers

"The Blue Network," the letter announces, "is planning not only to provide its audience with all the news available on V-E Day but in our sustaining periods we intend to bring to our microphones the most distinguished and informed speakers and the most outstanding features we can present which will illuminate the above point of view. It is our desire to work with advertising agencies so that their shows can participate in the Blue Network's plans for the day Germany surrenders."

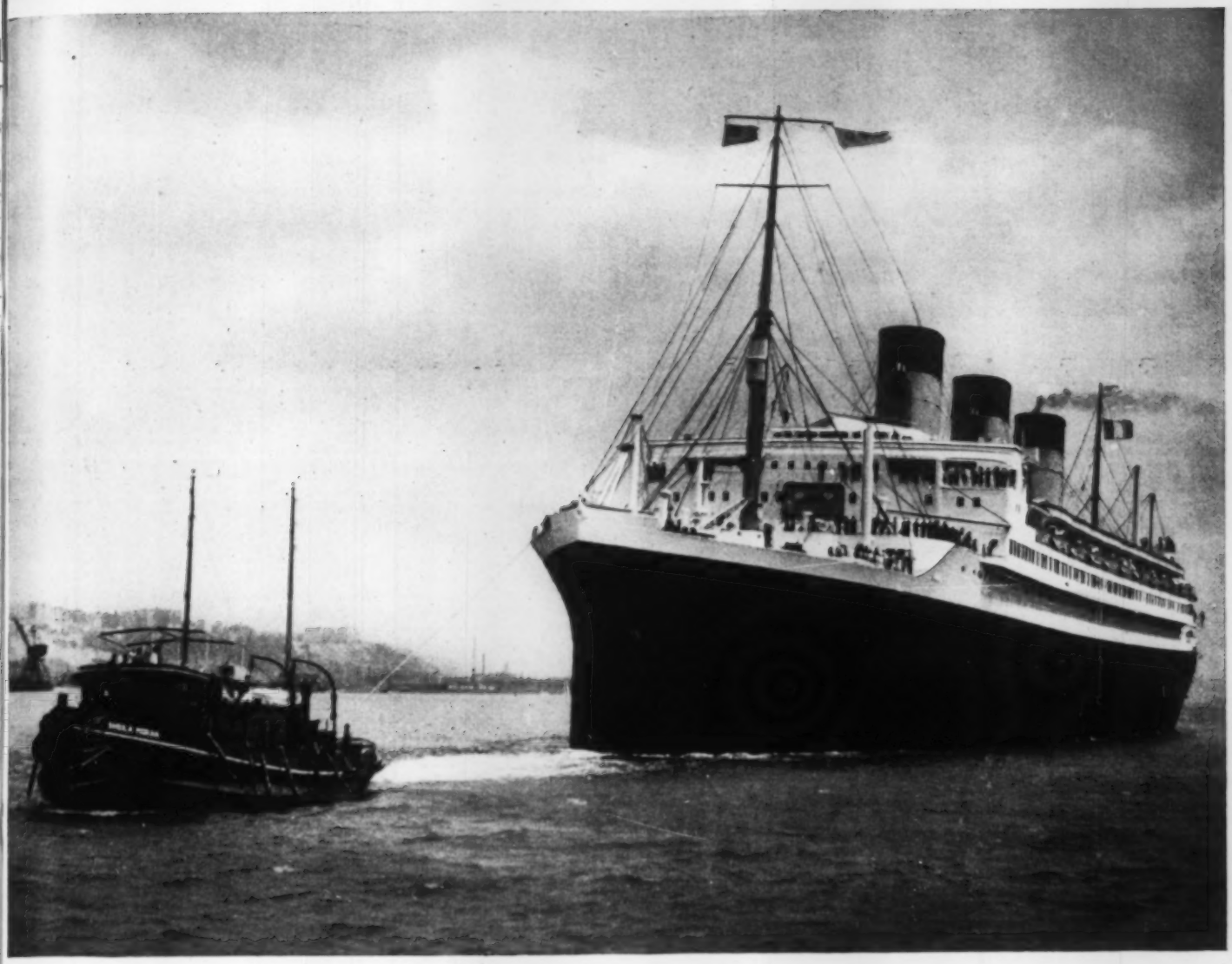
The letter concludes, "Naturally, in rebuilding of your show it becomes apparent that you would want to substitute a different type of commercial than the straight selling copy you now employ for purposes of normal broadcasting. We hope that for both the rebuilding of your show and its commercial, this letter can serve as a preliminary guide. . . . May we know your plans as soon as possible?"

The Mutual Network has already announced plans for special feature programs [BROADCASTING, Aug. 21]. Miller McClintock, president, said: "If we can keep commercial obligations without harming our news service to the public, we will do so, but our first consideration will be to serve the public."

NBC and CBS have not announced definite plans but have, in effect, indicated that treatments of commercials also would depend on circumstances attending nature of the news and its release.

Covel to Associated

BRETT COVEL, formerly promotion manager of the Wilder stations, previously promotion manager of WSAI Cincinnati, has been named program and promotion manager of Associated Recorded Program Service, a part of Associated Music Publishers, the parent company of Muzak Corp.



Pick out the work boat

It's easy to by-pass the glamour cruise ship in that picture above. You can spot in a flash the hard-working, power-slugging work boat.

And down here in Baltimore radio it's just about as easy to spot the hard-working, sales-producing independent station that does the man-sized sales job in this, the 6th largest market.

There's not much glitter to W-I-T-H. No glamourous call letters. No sing-song network identification. No . . . none of that.

Just a hard-working, sales-slugging station that produces greatest sales results for each dollar spent.

We have the facts to prove that W-I-T-H is the big buy in Baltimore. A lot of smart advertisers have studied those facts. They must have . . . few radio stations have come so far, so fast.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

Cowles Group Asks Change In FCC Chain Contract Rule

Petition Claims Six-Months Clause Restricts, Rather Than Stimulates Competition

CONTENDING that Sec. 3.103 of the FCC Network Regulations restricts rather than stimulates competition, the Iowa Broadcasting Co., through Segal, Smith & Hennessey, Washington law firm, last week filed petition with the Commission requesting an amendment to the rule, one of the eight chain broadcasting regulations upheld by the May 10, 1943, Supreme Court decision.

Amendment sought would make it lawful for a station to enter into an original network affiliation contract more than six months prior to the effective date of such contract. Under Sec. 3.103 network affiliate contracts must be entered into "within six months prior to the commencement" of contract.

Rule Works Hardships.

"Sec. 3.103, and particularly the proviso clause of this section, was designed to prevent the perpetuation of existing network relationships through multiple short-term contracts between a particular network and a particular station," the Iowa Broadcasting Co. pointed out. No change is requested with respect to renewal or extension agreements.

As the rule now stands, hardships are worked not only on stations desiring to change networks but on new stations, the petition recited. As an example petitioner set forth this hypothetical case: Licensee A has an affiliation contract with Network X, expiring June 30, 1945. It desires to become affiliated with Network Y on July 1, 1945. Licensee B in the same city has a contract with Network Y, but licensee B's contract expires Dec. 1, 1944.

"Under Sec. 3.103, it would appear to be unlawful for licensee A to make a contract with the Y network prior to Jan. 1, 1945," the petitioner explained. "The Y network must therefore either renew its contract with licensee B on or before Dec. 1, 1944, or be prepared to forego an outlet in that city for seven months. As a consequence Y network will invariably renew its contract with licensee B which in turn forces licensee A to renew its contract with the X network."

With reference to an applicant for a construction permit and license for a new station, Iowa Broadcasting declared that under Sec. 3.103 it would be unlawful for the new applicant to enter into a network affiliation agreement more than six months in advance of the date on which he receives a license. "Because this date is determined by circumstances beyond his control, such an applicant can neither plan wisely nor enter proper responses on the Commission's application form," the petition contended.

Pointing to Sec. 307 (e) of the Communications Act of 1934, as amended, petitioner said "Congress dealt with the problem of license renewals but imposed no restrictions upon the granting of original licenses".

Sec. 3.103, as adopted by the Commission, follows:

Terms of affiliation—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

Under the amendment proposed by the Iowa Broadcasting Co. the rule would remain unchanged to the proviso. From there on the following amended language is requested:

An original contract, arrangement or understanding for a period of up to two years may be entered into at any time but extensions or renewals thereof between the same parties shall not be entered into more than six months prior to the commencement of the additional term.

RADIO EXECUTIVES APPOINTED ENVOYS

APPOINTMENTS of two important radio figures—Charles Sawyer, owner of WING Dayton and WIZE Springfield, and Richard C. Patterson Jr., former executive vice-president of NBC—to ambassadorial posts in Europe were confirmed last week by the Senate following nominations by President Roosevelt.

Mr. Sawyer, Cincinnati attorney and Democratic National Committeeman, was named Ambassador to Belgium and Minister to Luxemburg. In addition to his ownership of WING and WIZE, he is general counsel of Crosley Corp. and a newspaper publisher. He is a former Lieutenant Governor of Ohio and was a candidate for Governor in 1938. He acquired both WING and WIZE in 1940.

Col. Patterson, former Commissioner of Correction of New York, was named Ambassador to Yugoslavia. He served as executive vice-president of NBC from 1932 until 1936. Afterward he became president of RKO, prior to sale of control by RCA. He was also former Assistant Secretary of Commerce.

KMBC to Be Heard

ORDER denying petition of KMBC Kansas City for amendment of Sec. 2.71 of the Commission's rules and Regulations was adopted by the FCC last week. KMBC requested that the Commission take necessary steps to designate frequency 540 kc for standard broadcast use, or that action be taken in order to remove the present obstacles to the consideration of the application filed by KMBC for that frequency. The Commission at the same action designated the KMBC application for hearing. Outlet now operates on 980 kc with 5,000 w and seeks 50,000 w on 540 kc.

Bu-Tay Campaign

BU-TAY PRODUCTS Ltd., Los Angeles (Rain Drops, detergent), in an 11-week $2,500 slogan contest campaign, on Sept. 18 started using from three to six transcribed one minute announcements on 15 stations nationally. List includes KYA KFVD KFSD KGKO KABC KOL KTAR KVOA KVOD KSTP WLOL WOW KOWH KFAB KUTA. In addition daily participation is being sponsored in *Homemaker's Club* on KHJ Hollywood and *Hospitality House* on KWJJ Portland. Firm is also promoting contest on its weekly five minute program *The World Tomorrow* on 15 Blue Pacific stations, Wed. 1.45-1.50 p.m. (PWT). Agency is Glasser-Gailey & Co., Los Angeles.

Brach Candy Spots

E. J. BRACH & Sons, Chicago (Brach candy), began sponsorship Sept. 18, of 1 minute transcribed announcements on the following stations: WDAF KCMO WOW KOIL WHO KSO KRNT KSTP WDGY WFBM WISH KMOX KWK WIL WSAI WKRC WCKY WWJ WJR WJW WMAQ WIND. Thirteen-week contracts were placed by Hill Blackett & Co., Chicago.

WMBO to MBS

WMBO Auburn, N. Y., owned and operated by the *Auburn Citizen Advertiser*, with 250 w on 1340 kc, effective Oct. 1 joins Mutual, bringing the total number of network outlets to 247.

Field Assumes Possession of WSAI; Station Will Share WLW's Facilities

POSSESSION of WSAI Cincinnati was taken over last Tuesday from Crosley Corp. by Marshall Field, Chicago capitalist, publisher and station owner, with the execution of final contracts. Station was purchased by Mr. Field for $550,000, the sale resulting from the FCCs "duopoly" regulations by virtue of Crosley Corp.'s ownership of WLW, as well as WSAI.

Mr. Field, Clem Randau, business manager of the *Chicago Sun;* James D. Shouse, Crosley vice-president, and attorneys representing both sides worked out the terms under which WSAI will continue to share facilities with WLW at Crosley Square, Cincinnati, until wartime restrictions are lifted. Charles Sawyer, Cincinnati attorney and the owner of WING Dayton, and WIZE Springfield, represented Crosley. Lewis Stix Weiss, of New York, appeared as counsel for Mr. Field.

Mr. Field announced that no staff changes are contemplated, with Walter Callahan continuing as WSAI general manager. Mr. Randau said applications had been filed for an FM station in Cincinnati whenever materials are available.

Mr. Field declared he had purchased the station purely for investment purposes. Asked whether he planned to purchase the *Cincinnati Enquirer*, he said he did not know it was for sale and that he had his "hands full running the *Sun* in Chicago." He pointed out that WJJD Chicago, which he had recently purchased, has no operating connection with the newspaper. Mr. Field also owns *PM* in New York.

Mr. Shouse stated following the formalizing of the transfer that while WSAI and WLW will remain jointly as occupants of Crosley Square, the stations will share only in a joint use of physical facilities and that all management of policy and administration of WSAI passed into the hands of the new owner.

SEATED (l to r): Marshall Field, new owner of WSAI, and James D. Shouse, Crosley vice-president. Standing (l to r): Charles Sawyer, Crosley counsel, named last week by President Roosevelt as Ambassador to Belgium and Luxemburg; Clem J. Randau, *Chicago Sun* business mgr.

The Right Combination.....

WOV has the combination that opens the door to two great New York markets and gives this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p. m., WOV is listened to in more metropolitan homes than any other New York independent station . . . at less than half the cost of the next ranking station. Two great markets listen to WOV . . . a great combination for sales success.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY, McGILLVRA, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Most Powerful Shortwave Transmitters, Built by WLW, Are Formally Opened

WITH ELABORATE ceremonies planned for the event, including a half-hour dramatic broadcast over NBC, the Bethany transmitters, built by the Crosley Corp. for the OWI and the Office of Coordinator of Inter-American Affairs, were to be dedicated last Saturday as the most powerful shortwave link in the "Voice of America".

Scheduled to participate in the broadcast were Elmer Davis, OWI Director; Nelson Rockefeller, Coordinator of Inter-American Affairs; Robert Sherwood, Director of OWI Overseas Operations, recently returned from abroad; and Clifford J. Durr, FCC Commissioner. The officials were to speak from the Willard Hotel in Washington where a reception and buffet dinner was to be held for the occasion.

Powerful Group

In his address prepared for the program, Mr. Durr referred to the Bethany plant as "the most powerful group of shortwave broadcasting stations in the world", comprising three transmitters of 200 kw power—"a quadrillion times the power it takes to light up the radio of an underground leader somewhere in occupied Europe".

He called the project "a proud achievement . . . in the story of the 'Voice of America'", a story which is a "tribute to men who have worked without credit and praise to make the Voice of America great—the Americans, the exiles, the men of our Government, to technicians and our fellow members of the broadcasting industry who have taken part in this work."

Mr. Rockefeller recalled the dark days of 1942 before American shortwave facilities were coordinated for the use of the Government. Broadcasters came to Washington, he said, to turn over the existing 18 transmitters and to build new ones "and out of many small voices, create one strong voice —the Voice of America".

The problems of the CIAA, which was assigned the task of programming for South America, were serious, he said. Not only were the Germans pouring in shortwave broadcasts from Berlin but they were also buying up all available time on local South American stations. They were pouring in not only propaganda but money as well —their agents and spies had unlimited funds with which to win sympathizers for their cause . . . and to cause trouble for ours . . .

"We had to counteract their propaganda quickly—and we did . . . for we knew that until our back was safely guarded, our Army and Navy could not begin to fight on either East or West".

KXOK's Sixth

KXOK St. Louis on Sept. 19 celebrated its sixth anniversary on the air with the completion of 2,192 consecutive days of public service since the station first started operation Sept. 19, 1938. Highlights of the station's history include its affiliation with the Blue Network Jan. 1, 1941; a citation for distinguished service by the Commanding General of the Sixth Service Command, a meritorious service award by the Ninth Naval District, recognition of the station's activities by the U. S. Treasury War Finance Committee, outstanding promotion award by the Blue Network, and a testimonial of appreciation from the Veterans of Foreign Wars. KXOK operates 20 hours a day on 630 kc with 5,000 w.

Tintex on 124

PARK & TILFORD, New York, for all-fabric Tintex, with budget dyes 72% above last year's and the largest in Tintex history for a comparable period, has allocated the largest portion of the increase to spot radio. Broadcasting schedule—started Sept. 4 for 13 weeks—calls for live and transcribed announcements and station breaks at varying frequencies and local programs include 124 stations. Agency is Charles M. Storm Co., New York.

Adam Hat Considers

ADAM Hat Stores Inc., New York, is considering a plan to place daily five-minute transcribed programs on about 100 stations in Adam Hat markets. Discs would feature "Joe" and his horse "Asbestos", figures in the *New York Daily Mirror* comic strip and include provision for local announcer to insert a tip on the winning horse at a local track.

CBS Sends Resignation To Television Assocation

TOTAL variance in the points of view of CBS and other members of the Television Broadcasters Assn. on major problems of industry policy has persisted beyond the point where compromise is possible, CBS informed TBA last week in a letter of resignation from the organization.

Letter, written Sept. 14 by Worthington Miner, manager of the CBS television department, to Allen B. DuMont, TBA president, expresses concern over the fact that TBA's membership does not represent the point of view of the broadcaster, "uncolored by any intimate affiliation with the manufacturing end of the industry." There is a "wide difference of perspective," Mr. Miner wrote, "between broadcasting units organized as promotional show-windows for the manufacturer and broadcasting units set up for the simple and sole purpose of broadcasting to the public."

Referred to Board

Resignation of CBS from TBA has been referred to the organization's board, Mr. DuMont said in his reply on Thursday. He expressed surprise at the CBS move and speculated if it "could be an ardoit publicity move to dramatize the hopes of the management of CBS regarding allocations."

WLW'S NEW SHORTWAVE PLANT

LAST WORD in radio engineering is the new shortwave plant for WLWS WLWR and WLWL near Cincinnati, carrying *The Voice of America* around the world. Operated by the Crosley Corp. for the OWI and the Office of Coordinator of Inter-American Affairs, the Bethany transmitters were dedicated Saturday with a broadcast over WLW and ceremonies in Cincinnati and Washington.

First broadcast from Bethany was made July 1. A month later one of the six transmitters began broadcasting with 100 kw power and last week was stepped up to 200 kw. The other five are expected to be in operation on the high-power basis by the end of the year. Bethany is already beaming factual news and top American shows to several European and African countries and will soon operate to reach other continents.

Upper photo shows three units in the transmitter building, three others being similarly placed on the opposite side of the concourse. Lower view shows part of the forest of 20-foot poles on which are mounted 216 switches which can be manually operated from the ground to connect any of the six transmitters with any of the antennas atop more than 800 poles each 165 feet high.

These antennas are located in a circle around the transmitter house, each beamed to a fixed area overseas. The plant is located on a mile-square tract 20 miles from Cincinnati and, in addition to transmitter building and antenna switch gear, contains living quarters for engineers.

Radio Helped Take Nazis — Sherwood

OWI Official Sees Tripartite Control of Enemy Stations

THE EFFECT of Allied radio propaganda directed to the German armies in France following the invasion varied with different troops but in some cases large numbers of Nazi soldiers "surrendered to the loud speaker," Robert E. Sherwood, Director of the OWI Overseas Branch, told a news conference last week upon his return from Europe.

Mr. Sherwood came to Washington, he said, to confer with Elmer Davis, OWI director, and other officials on plans to curtail overseas operations in Europe and Africa upon the collapse of Germany and to shift emphasis to Japan. He expects that many of the radio personnel now in European outposts will be transferred to the Pacific theatre.

Tripartite Control Seen

Asked what will be done with radio stations in Germany when the European war is over, Mr. Sherwood asserted that plans have not yet been determined but he thought that German radio would probably be put under tripartite control, with Russia, Britain and the U. S. participating. If the stations are found intact, OWI's initial operations will likely be straight news broadcasts to the German people, he said.

"Our first job inside Germany," he declared, "will be to convince the people they have lost the war." Mr. Davis, who also participated in the conference, added: "and that they would lose the next one."

Mr. Sherwood said that it is generally accepted by military authorities that psychological warfare played a part in the success of the invasion.

He said that most of the stations captured in France had been destroyed by the Germans.

Mr. Sherwood estimated that OWI would wind up its overseas operations within six months after the surrender of Japan. In the meantime, he said, propaganda activities in the Pacific will be stepped up with military operations.

Mr. Sherwood planned to participate in the dedication ceremonies Saturday in Washington of the Bethany Transmitters near Cincinnati, built by the Crosley Corp. for the OWI and the Office of the Coordinator of Inter-American Affairs. He expects to remain in Washington two weeks and then to return to London to resume direction of OWI overseas operations in Europe.

FLEETWOOD LAWTON, commentator of KFI Los Angeles, now serving as a war correspondent in the South Pacific, has made a series of 80 quarter-hour recordings in that area, which are being offered to radio stations for broadcast as public service features only through Radio Features Inc., Los Angeles.

"THE greater the importance of safeguarding the community . . . the more imperative is the need to preserve inviolate the constitutional rights of free speech, free press and free assembly."

CHARLES EVANS HUGHES

HEAR
"VICTORY FOB"
CBS COAST TO COAST
Saturdays 3:00 PM E.W.T.

★

RADIO STATIONS

WJR ★ WGAR ★ KMPC
DETROIT CLEVELAND LOS ANGELES

WHEN YOU GO WEST OF CHICAGO

STOP IN THE QUAD-CITIES!

MORE RETAIL BUYERS

THAN IN ANY OTHER MARKET *

The Quad-City market, including Davenport - Bettendorf, Rock Island, Moline and East Moline - Silvis, includes the largest concentration of retail buyers to be found in the midwest, outside the four largest markets of Chicago, Omaha, Minneapolis - St. Paul and St. Louis! When you go west of Chicago, stop at the Quad-Cities. WOC, Davenport, *covers* the market completely, according to the latest Hooper (May, 1944) which shows WOC's daytime audience is approximately equal to the combined audiences of the next two stations heard. WOC delivers the Quad-City market.

WOC DAVENPORT, IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

OWI PACKET, WEEK OCT. 16

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 16. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
National War Fund	X	--	--	--	--	X	X
Hold Prices Down	X	--	--	--	--	--	--
WAVES	X	--	--	--	--	--	--
Paper Conservation	--	X	X	X	X	--	--
Prepare for Winter	--	--	X	--	X	--	--
Ceiling Prices	--	X	X	X	X	--	--

See OWI Schedule of War Messages 130 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

CONGRESS AIRING URGED BY COFFEE

BROADCAST of Congressional proceedings and the "complete and continuous" recording of sessions of the Senate and House would be authorized under a joint resolution (HJRes-311) introduced last Tuesday by Rep. John M. Coffee (D-Wash.). The resolution was referred to the Rules Committee.

Rep. Coffee said his resolution was prompted by a wave of requests from labor unions throughout the country urging the broadcast of Congressional proceedings, similar to those of the New Zealand National Legislature. The campaign, believed started by the International Building Service Employes Union (AFL), Seattle, Wash., spread to both AFL and CIO organizations on the West Coast and then moved East.

Congressman Coffee pointed out that newspapers and radio newscasters cannot cover all phases of Congressional proceedings. He admitted, however, that "a lot of stuff is not of public interest" but asserted that "only through radio" can the personalities of Senators and Representatives be imprinted in the minds of the people. "Let the people know how we vote on important bills and how we stand," he added.

Although petitions from 25 or more labor unions suggested that Congress could buy or lease necessary time on the networks and powerful independent stations, the Coffee resolution made no mention of commercial aspects, other than to authorize the Capitol architect to sell transcriptions to stations and networks "at cost".

The resolution authorizes stations and networks "to broadcast any proceedings on the floor of the Senate or the House" provided "no station or network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when such House otherwise orders". The architect would be authorized to arrange for broadcasting by stations and networks as well as install recording equipment.

WCOL Now on 24 Hrs.

ROUND the clock operation has been inaugurated by WCOL Columbus as a service to the 20,000 war workers in the area on graveyard shifts. Early morning program, consisting of records and news, is titled *The Night Owl Club.*

Electro-Voice Produces New Model Microphone

ELECTRO-VOICE MFG. Co., South Bend, Ind., which has just become Electro-Voice Corp., according to Albert Kahn, president, has completed a new model, 600-D Communications Microphone. It is designed for portable public address installations and other mobile communications such as police, airport and utility sets.

The 600-D features a "press to talk" switch which opens the microphone and closes the relay simultaneously. A 9-ounce, high impact molded phenolic case had been built for rough military use. Able to withstand temperature changes from —40 to 185 degrees F., the new microphone has a frequency response ranging from 50 to 8,000 cycles.

SHEPARD TO SEEK VIDEO STATIONS

THOUGH he expressed the opinion that it will be from one to five years after the war before television comes into its own as a household feature, John Shepard 3d, chairman of the board of the Yankee Network last week disclosed plans to apply for television licenses for the Yankee station in Providence (WEAN) and Hartford (WNBC, for which the Yankee Network has been negotiating with the Bulova interests).

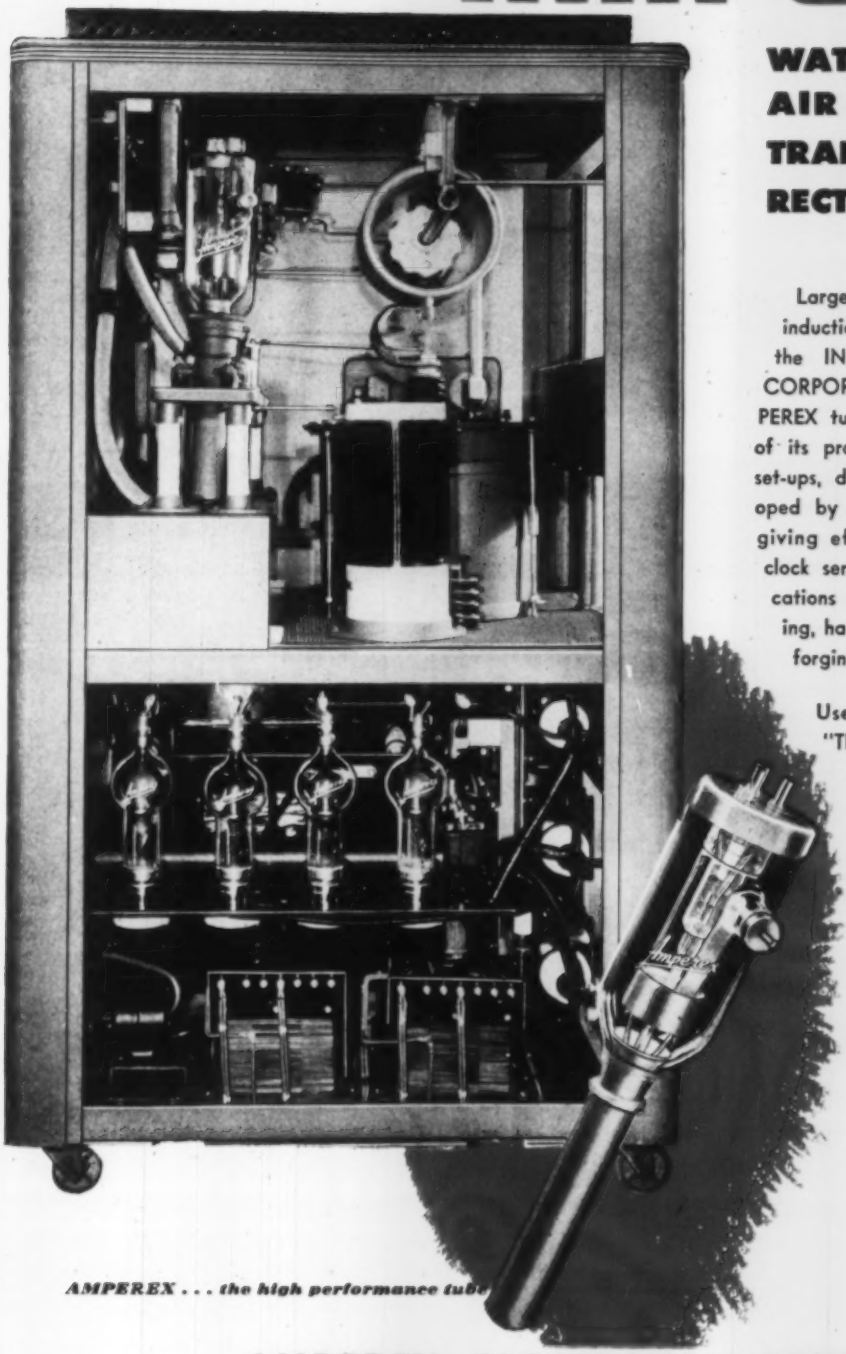
The Yankee Network had previously applied for a commercial video license for Boston to be operated in conjunction with its key AM station there, WNAC. Channel 2, 60-66 mc is sought.

Mr. Shepard explained that the high cost of television programs would invariably slow up progress and further stated that costs would force individual stations into networks in order to stay in the black. Initial programs, he predicted, would probably consist mostly of films, some live shows, with three or four persons, and an occasional parade, fire, or sports pickup.

WDRC Branch Studio

WDRC Hartford, has announced opening of a branch office in New Haven, where special educational and cultural programs for Connecticut listeners will originate. First program to originate from the new studios was *College Digest*, heard Sept. 17, with Professor Samuel F. Bemis, Farnham professor of diplomatic history at Yale, interviewed by Harvey Olson on the coming peace.

Why AMPEREX



WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Largest producer of electronic induction heating equipment, the INDUCTION HEATING CORPORATION utilizes AMPEREX tubes for the "heart" of its products. "Thermonic" set-ups, designed and developed by this company, are giving efficient round-the-clock service in such applications as brazing, annealing, hardening, melting and forging.

Used ever since the first "Thermonic" unit was marketed. AMPEREX tubes have provided consistently satisfactory service in all assignments. This, then, is another high endorsement for the performance of AMPEREX tubes. Consult an AMPEREX engineer for the solution to your present or peacetime problem.

AMPEREX . . . the high performance tube

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET • • • • • BROOKLYN 1, N.Y.

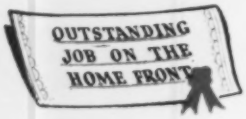
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N.Y., CABLES: "ARLAB"

Your servant's

buttons are popping again to make room for 4 new awards. First, local newspaper radio editors voted KPO

in Billboard's Annual Publicity Survey. Then came

from the same publication. Next, "For maintenance of a superior standard of protection" . . .

followed by Bells of Freedom award for 

. Indicating that "official" as well as public attention is keeping tuned to

KPO

SAN FRANCISCO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

Pulp Radio Drive Declared Success

Spots Renewed for 13 Weeks In Six Southern States

SPOT CAMPAIGN on 24 Southern stations in six states, urging farmers to help build up paper supplies by cutting and hauling pulpwood and sawlogs [BROADCASTING, July 17], has scored definite results, and has been renewed for another 13 weeks, following the conclusion of the first cycle Aug. 31, through Albert Sidney Noble, New York. Drive started July 3 with Periodical Publishers National Committee, Washington, buying six spot announcements weekly, and receiving additional support on the radio programs sponsored by *Progressive Farmer*, Birmingham, Ala.

According to a tabulation of results obtained from county agents of the U. S. Department of Agriculture and state extension service units through bi-weekly surveys conducted by the agency and the committee, there was a substantial increase in yield of pulpwood and sawlogs during the first six weeks of radio promotion. Farmers in 200 sample counties in the radio campaign area harvested 420,357 cords of pulpwood and 267,156,920 feet of sawlogs, as against 142,633 cords and 62,986,200 feet of sawlogs for the first month of operations, it is reported.

Responding to radio suggestions that they contact agents and foresters for advice on the best methods for cutting and disposing of the wood, 11,782 farmers had requested such information, from 237 representatives by the end of six weeks of radio announcements, according to the survey.

Following a month of broadcasting and supported by direct mail, the PPNC drive received additional support when the Farm Press Forest Products Committee, representing farm publication, delegated representatives to present advertisers with the committee's story. All prospective cooperating advertisers are receiving an advertising guide booklet "This Battle Must Be Won in Farm Woodlands" accompanied by spot announcement scripts.

Light & Power Shift

160 ELECTRIC LIGHT & POWER Companies, New York (institutional), on Sept. 20 started *Electric Hour* on 133 CBS stations, Wednesday, 10:30-11 p.m. (EWT). With guest policy, and starring Nelson Eddy, baritone, series replaces *Report to a Nation*. Robert Armbruster has been assigned musical director with Rupert Pray as writer. Charles Herbert has been shifted from New York to Hollywood to handle production for N. W. Ayer & Son, agency servicing account. E. R. Dunning and James Hanna, agency New York vice-president and radio department executive respectively, are on the West Coast for start of the show.

$1000.00 in War Bonds

for a program title!

FIRST PRIZE $500—TWENTY $25 BONDS

You know the success of "The Texas Rangers" transcribed library, now contracted for by nearly 100 radio stations. You know the success of many other KMBC radio acts and personalities promoted by Arthur B. Church productions, a division of KMBC of Kansas City. The title of "The Texas Rangers" was well established nationally when the library was offered to advertisers and radio stations.

Now a new transcribed library is ready for advertisers and stations—quite different in type from KMBC's famous western and hillbilly acts—a library of sparkling instrumental and vocal novelties by the Midland Minstrels and Bonnie King. You will agree we think that the title of the Midland Minstrels, successful as they have been on KMBC, is local or regional in character, and that they deserve a much better name for their national exploitation.

You've heard Bonnie King on the Columbia Broadcasting System and Decca records with Bob Crosby's orchestra. This KMBC singing discovery, accompanied by modern organ stylist Gene Moore, contributes to this transcribed library voice sex appeal.

Someone at KMBC suggested the title, "The Novelteers, with Bonnie King." It sounded good, but we found it already in use. Certainly an even better title for the new library can be originated.

The rules of this title naming contest are simple. If you are in any way connected with advertising or with radio or with musical entertainment, you are eligible to enter. Send as many titles as you wish. All prize winning titles become the property of Arthur B. Church productions, but none of such prize winning titles need necessarily be used by us. Be sure your entry is postmarked before midnight, October 31, 1944. Announcement of the prize winners will be made in November.

The prizes again—$500 War Bond for the best suggestion, and twenty $25 War Bonds for runner-ups.

Arthur B. Church

SAMPLE RECORDING *sent to those interested on request. Price information on the library of 300 selections is yours for the asking.*

AN ARTHUR B. CHURCH PRODUCTION

WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MISSOURI

...via WMAQ

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety . . . classical, semi-classical, light music and dance music . . . it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

America's No. 1 Network

A Service of Radio Corporation of America

NBC's key midwest station
670 on your dial—50,000 watts

ALP Buys Time To Support FDR

Dramatic Shows and Spots On 20 N. Y. Stations

THE AMERICAN LABOR Party, a New York state organization, in a pre-election radio campaign, is concentrating on the use of dramatic shows and transcribed announcements featuring such talent as night-club, theatrical and radio artists, rather than the traditional straight political speaker. With a radio time budget of about $15,000, the ALP is utilizing available time by making full use of radio showmanship, according to Larry Menkin, free-lance writer-director, who is directing radio and rallies for the organization.

The ALP drive is divided into two phases—"registration," running Oct. 6-14 in New York (Oct. 1-21 in upstate New York) and which will be primarily "non-partisan," and "voting," running from Nov. 1-6, in behalf of the Roosevelt-Truman ticket, with radio material containing open-ends to allow for promotion of local candidates throughout the state. The ALP describes itself as "labor's non-partisan political party for the election of candidates of any party" on their merits. Campaign themes are "Victory and Jobs for All," "Vote for a Better Tomorrow," and "Vote Row C."

Schedule for the drive in New York City calls for a total of 39 quarter-hour live and transcribed programs, one half-hour live show and a total of 250 30-60 second transcribed spots on WMCA WBYN WOV WBNX WABC WJZ WEAF. In upstate New York, the ALP will use a total of 28 quarter-hour programs and 250 spots on WOKO WJTN WSAY WSNY WWNY WEBR WKBW WBEN WHEC WAGE WFBL WGY WIBX.

The ALP campaign is being handled by William Warren Agency, New York, and Russell & Roberts, New York. Discs are cut by WOR Recording Division.

Canada Listening Report Reflects Summer Change

A CANADIAN program, *Soldier's Wife*, with a rating of 13.5 led the Elliott-Haynes daytime national program rating report for August, it was reported last week. *Big Sister* was in second place with a 12.4 rating, followed by *Road of Life*, 11.5, *Ma Perkins*, 11.1, *Vic & Sade* fifth, with 9.6 and *Pepper Young's Family*, *Lucy Linton* (Canadian origination) placed seventh, with *Right of Happiness*, and *Woman of America*. Largest number of sets in use was for *Big Sister*, with a report of 17.4, a slight drop from July.

Among French programs on the August daytime national rating, *Jeunesse Dorree* was first with 22.5 and sets in use 32.1, an increase over July. *Vie de Famille* was second with 19.5, followed by *Quelles Nouvelles*, *Pierre Guerin* and *La Rue Principale*. Nine other French daytime programs were listed.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ

NBC

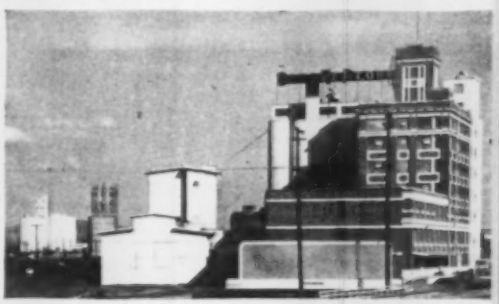
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



"Sentinels of an Empire." Three of Spokane's Flour Mills line up — explaining why Spokane leads the Northwest as a grain inspection center—21,079 carloads of wheat, or an increase of 22% over the previous year. KHQ, too, is a "Sentinel of an Empire"—completely covering this rich area at the cost of just one Medium. It's an investment in Coverage, Popularity and Consumer Confidence.

FCC ALLOCATIONS HEARING SCHEDULE

FOLLOWING is the tentative schedule of appearances for the FCC Allocations Hearings, opening Sept. 28 in Washington. Commission officials pointed out, however, that the schedule is subject to change. In cases where witnesses are not listed, none was supplied by petitioners.

On Thursday, Friday and Saturday (Sept. 28-30) FCC propagation data will be presented, followed by Dr. W. R. G. Baker, Radio Technical Planning Board chairman, and the following panel chairmen: Howard S. Frazier, Panel 4, Standard Broadcast; C. M. Jansky Jr., Panel 5, Very High Frequency (FM) Broadcast; David B. Smith, Panel 6, Television; John V. L. Hogan, Panel 7, Facsimile Broadcast; E. W. Engstrom, Panel 9, Relay Systems; D. W. Rentzel, Panel 11, Aeronautical Radio; A. Senauke, Panel 12, Industrial, Scientific & Medical Equipment; D. E. Noble, Panel 13, Portable, Mobile & Emergency Service Communications; Dr. A. N. Goldsmith, Panel 1, Spectrum Utilization; Dr. C. B. Jolliffe, Panel 2, Frequency Allocations.

GROUP I

Oct. 3-7

FIXED PUBLIC SERVICE (other than Alaska)—Chairman, Haraden Pratt, Panel 8. Appearances: AT&T, F. M. Ryan; Amer. Waterways Oprs., Joseph Earp; Mackay Radio & Telg. Co., Mr. Pratt; Press Wireless, A. W. Norton, E. J. Kerrigan, D. K. DeNeuf, E. E. Eldredge, R. A. Hilferty; Southern Continental Telep. Co., Wabash Telep. Co., Tri-County Telep. Co., Union Telep. Co., Texas Telep. Co., V. E. Chaney, Rear Adm. S. C. Hooper, USN (Ret.), Col. William R. Blair; U. S. Independent Telep. Assn., Harold V. Bozell, Clyde S. Bailey.

COASTAL, MARINE RELAY, SHIP, MOBILE PRESS and FIXED PUBLIC SERVICE IN ALASKA—Chairman, Mr. Pratt. Appearances: AT&T, Mr. Ryan; Amer. Waterways Oprs., Mr. Earp; Eastern Transp. Co., Joseph E. Hooper; Parker Bros. & Co., W. R. Parker, W. A. Wansley (tugboat allocation); Tropical Radio Telez. Co., Charles C. Harris, Robert V. Howley.

AVIATION—Chairman, D. W. Rentzel, Panel 11. Appearances: AT&T, Mr. Ryan; Aeronautical Radio Inc., Mr. Rentzel, J. Russell Cunningham, Gordon A. O'Reilly, Carl E. Swanson; Lockheed Factory, C. W. Peale; Raytheon Mfg. Co., Joseph Pierson, James B. Ferguson, Percy L. Spencer, John C. Trump.

AMATEUR—Chairman, Dr. C. B. Jolliffe, Panel 2. Appearances: Amer. Radio Relay League, George W. Bailey, K. B. Warner.

INTERNATIONAL BROADCAST—Chairman, Mr. Pratt. Appearances: Associated Broadcasters Inc., Jay E. Tapp; CBS, Paul W. Kesten; CIAA, John W. G. Ogilvie; Crosley Corp., James D. Shouse; OWI, Llewellyn White; Worldwide Broadcasting Corp., Walter S. Lemmon, Mark MacAdam; E. K. Cohan.

CBC Shortwave Tests

SHORTWAVE stations built by the Canadian Broadcasting Corp. at Sackville, N. B., for the Canadian Government, are to be ready for test operations towards the end of October, Dr. A. Frigon, CBC manager stated at Ottawa recently. The stations will be operating on regular schedule by Jan. 1.

GROUP II

Oct. 10-14; 17

STANDARD BROADCAST — Chairman, Howard S. Frazier, Panel 4. Appearances: CBS, Mr. Kesten, Frank Stanton, William B. Lodge; Evansville On the Air, J. B. Caraway Jr.; NAB, J. Harold Ryan, Paul F. Peter; Stromberg-Carlson Co., W. F. Cotter, Dr. G. R. Town.

HIGH FREQUENCY (FM)—Chairman, C. M. Jansky Jr., Panel 5. Appearances: CBS, Messrs. Kesten, Stanton, Lodge; Don Lee Broadcasting System, Lewis Allen Weiss, Frank M. Kennedy, Harry B. Lubeke; FMBI, Walter J. Damm; Iowa Broadcasting Co., Lt. Comdr. T. A. M. Craven, Worthington C. Lent; Stromberg-Carlson Co., Mr. Cotter.

NON-COMMERCIAL EDUCATIONAL—Chairman, Dr. John W. Studebaker, U. S. Commissioner of Education. Appearances: Amer. Vocational Assn., William D. Boutwell; Assn. of Land-Grant Colleges & Univs., W. A. Lloyd; Cleveland Board of Education, Dr. W. B. Levenson; Intercollegiate Broadcasting System, Louis M. Bloch Jr., George Abraham; Maryland Dept. of Education, Robert C. Deming, Lawrence J. Tidrick, Kenneth C. Ray, Dr. Thomas G. Pullen Jr., D. W. Zimmerman; Michigan Dept. of Education, Carl Wesser, Mr. Tidrick; Nat. Assn. of Educational Broadcasters, Carl Menzer; Nat. Assn. of State Univs., Howard L. Bevis; Nat. Congress of Parents & Teachers, Harold McCarty; Nat. Council for Social Studies, Dr. William H. Hartley; Nat. Education Assn., Belmont Farley, Mr. Levenson, S. D. Shankland, Donald DuShane, Clyde M. Huber, W. C. Eells, Paul C. Elicker, Jane E. Monahan, Leopold Stokowski, Dr. Joseph Maddy, William G. Carr, Lt. Col. Harold W. Kent, Mr. Boutwell, Dr. I. Keith Tyler, Hilda Maehling, Rev. Hunter Guthrie; Nat. Educational Assn. and Music Educators Nat. Conference, Dr. Maddy; Nat. Univ. Extension Assn., Dr. Bruce Mahan; Office of Education, Dr. Studebaker, R. R. Lowdermilk; Ohio Dept. of Education, K. C. Ray, W. L. Sprouse; Ohio State U., R. C. Higgy.

TELEVISION — Chairman, David B. Smith, Panel 6. Appearances: Allen B. DuMont Labs., T. T. Goldsmith Jr.; Balaban & Katz Corp., Paul Raibourn; CBS, Mr. Kesten, Mr. Stanton, Peter C. Goldmark; Don Lee Broadcasting System, Messrs. Weiss, Kennedy, Lubeke; Dr. A. N. Goldsmith (appearing for himself); Iowa Broadcasting Co., Comdr. Craven, Mr. Lent; Paramount Communications Inc., Mr. Raibourn; Stromberg-Carlson Co., Dr. Town; Television Productions, Mr. Raibourn; Television Broadcasting Assn., T. T. Goldsmith Jr.

FACSIMILE BROADCAST — Chairman, John V. L. Hogan, Panel 7. Appearances: Finch Telecommunications, James L. Bradford, Maj. Frank R. Brick Jr., Samuel Ostrolenk, George Henry Payne, William S. Halstead, Prof. C. M. Jansky Jr., J. D. Woodward, John Keel, H. H. Buttner, Paul Loyet (WHO), J. R. Poppele and W. H. Singer (WOR), George W. Lang (WGN), R. J. Rockwell (WLW), H. K. Carpenter (WHK), Ralph DeLany (WHK), Harold E. Smith (WOKO), A. D. Ring (KSTP); FMBI, Mr. Damm; City of New York, M. S. Novik.

OTHER BROADCAST SERVICES—Chairman, Mr. Frazier. Appearances: CBS, Messrs. Lodge, Goldmark; FMBI, Mr. Damm; Raytheon Mfg. Co., Messrs. Pierson, Ferguson, Spencer, Trump.

GROUP III

Oct. 25-28; 31

POLICE, FIRE, FORESTRY SERVICES—Chairman, D. E. Noble, Panel 13. Appearances: Associated Police Communications Officers, Capt. Donald S. Leonard, Capt. Robert L. Batts, E. C. Denstaedt, D. J. McFarlane, Capt. Lewis J. Boss, Warren Lane, Ray Groenier, A. C. Kadow, Lt. A. H. Vickerson, Z. E. Audritsch, Frank W. Walker, R. A. Kridler, C. B. McMurphy, Capt. J. M. Wherritt; Eastern States Police Radio League, Mr. McFarlane, A. F. Bullock, Lt. Basil F. Cutting, Walter Hartford, Lt. Vickerson, Frank Bramley, Capt. Boss; Intl. Assn. of Chiefs of Police, Capt. Leonard, Capt. Batts, Messrs. Denstaedt, McFarlane, Audritsh, Walker, Charles Fetteweis, James M. Lewis, Capt. Wherritt; Intl. Municipal Signal Assn., Herbert A. Friede, Calvin G. Lauber, Messrs. McFarlane, Boss; City of Los Angeles, K. V. Keeley, RTPB Panel 13, Committee 3, R. A. Thompson, George Wirt, Perry Merrill, Joseph Kaylor, E. C. Vanderwall, Henry Weber, E. C. Nelson, Durward Robson, Mr. Schafer, Russell Smith, Harry

Announcing . . . .

AN INCREASE IN POWER
from 250 Watts to 1000 Watts

A CHANGE IN FREQUENCY
from 1230 . . . to 1480

WHBC
CANTON, OHIO

NOW A BASIC MUTUAL OUTLET

Covering the Electric Furnace Steel Capital of the World

. . . Canton is the 73rd Retail Market in the United States

"THERE'S GOLD IN CANTON STEEL"

Responsibility!

Why did we pick this illustration?

Well sir, we'll tell you! Number One, we had a hunch it might stop you quicker than an orthodox antennae job; and Number Two, we couldn't help but sense the tremendous responsibility placed upon a shoulder strap!

Just sort of reminded us of our own responsibility which has sprung from an extreme confidence in our judgment and ability to produce among advertisers and their agencies.

For example, may we quote from a recent letter received from an agency with whom we have had a happy association over the years:

"You are the only station to whom I am sending this proposition at this time. Frankly, we will just about stand or fall on the decision you make as to the radio possibilities of this firm, so I know we can count upon you for an unbiased reaction."

BLUE NETWORK AND FIFTY THOUSAND WATTS! YOU CAN BANK ON US!

123 Primary Area Counties in the Steel and Coal Belt of the Nation.

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

One of America's most highly personalized broadcasting operations.

Collingwood, O. B. Slocum, Ray Klenenti, Louis Clark, S. J. Hyde, F. C. McLane, Nelson S. Rogers, A. B. Recknagel.

SPECIAL EMERGENCY, PROVISIONAL & MOTION PICTURE SERVICES—Chairman, unassigned. Appearances: AT&T, Mr. Ryan, Academy of Motion Picture Arts & Sciences, Research Council, John V. L. Hogan; Amer. Gas Assn., Ernest R. Acker, Warren T. Bulla; Balaban & Katz, Mr. Raibourn; Edison Electric Institute, Philip H. Chase, G. H. Underhill; Southern Cal. Edison Co., C. T. Malloy; Southern Continental Telep. Co., Wabash Telep. Co., Tri-County Telep. Co., Union Telep. Co., Texas Telep Co, V. E. Chaney, Rear Adm. S. C. Hooper, USN (Ret.), Col. William R. Blair; 20th Century-Fox, E. H. Hansen.

SPECIAL SERVICES (Geophysical, Relay Press)—Chairman, unassigned. Appearances: Petroleum Administration for War; Society of Exploration Geophysicists, W. M. Rust Jr.

GROUP IV

Oct. 25-28; 31.

INDUSTRIAL, SCIENTIFIC & MEDICAL SERVICES—Chairman, A. Senauke, Panel 12. Appearances: Amer. Surgical Trade Assn., A. W. Mathis, Dr. Lee DeForest; Amer. Hospital Assn., Dr. Warren P. Morrill; Birtcher Corp., Mr. Mathis; Council of Physical Medicine, Howard A. Carter, Dr. H. B. Williams; H. G. Fischer & Co., Mr. Mathis.

Minwax Adds

MINWAX Co., New York, has added WOR New York to its list of stations promoting Preen Floor Wax, sponsoring a thrice-weekly quarter-hour program, effective Sept. 11 for 52 weeks. Participation programs are used thrice and twice weekly on WJZ WQXR New York; WTIC Hartford, Conn.; KYW Philadelphia. Agency is R. T. O'Connell Co., New York.

RELAY SYSTEMS (Program and Public & Private Communications)—Chairman, E. W. Engstrom, Panel 9. Appearances: AT&T, Ralph Bown; Raytheon Mfg. Co., Messrs. Pierson, Ferguson, Spencer, Trump; Southern Continental, Wabash, Tri-County, Union, Texas Telep. Cos., Mr. Chaney, Adm. Hooper, Col. Blair.; Western Union Teleg. Co., F. B. Bramhall, W. B. Sullinger, J. B. Coleman.

NEW RADIO SERVICES (Railroads, buses, taxicabs)—Chairman, unassigned. Appearances; AT&T, Mr Ryan; Amer. Trucking Assns.; Nat. Assn. of Taxicab Owners, Clewell Sykes, Daniel Sherby, Lawrence W. Johnson, Oliver W. Moore; RTPB Panel 13, Committee 8, W. M. Hill, R. C. Hoffman, A. N. Brion, Nyland Young, L. H. Ristow, R. F. Thompson, J. L. Williams, G. A. Huguelet, F. D. Spofford, W. A. Duvall, R. H. Griffiths, W. Churchill, A. A. Junger, Mr. Taussig; Southern Continental, Wabash, Tri-County, Union, Texas Telep. Cos., Mr. Chaney, Adm. Hooper, Col. Blair; Raymond M. Wilmotte (appearing for himself on railroad radio).

Hooper Service Expansion Includes Data for Non-Subscriber Programs

C. E. HOOPER Inc., New York, beginning with the Sept. 15 evening report on Network Hooper Ratings, expands its service on four counts, including the release of data on "sponsor identification" and "program audience composition," for non-subscriber as well as subscriber programs. Reports will also list the agency placing each commercial network program, and will give the rating for the previous year, in addition to that for current and previous reports except where a major change has been effected.

Top ranking programs listed in terms of number of listeners per listening set, as released in the Sept. 15 report, are as follows:

	Women	*Men*	*Children*	*Total*
Sammy Kaye	1.79	0.85	0.53	3.17
Guy Lombardo	1.60	0.91	0.61	3.12
James Melton	1.40	0.93	0.70	3.03
Old Fashioned Revival	1.63	0.85	0.37	2.85
Your All Time Hit Parade	1.54	0.85	0.44	2.83

The *Sammy Kaye* program has the largest number of men listeners per listening set; *Gabriel Heatter*, the largest number of men; and *Lone Ranger* the most children listeners.

Program with the highest "sponsor identification" is *Take it or Leave It*, with 84.9 representing those giving the correct product, 3.8 giving the wrong identification; and 11.3 representing those who didn't know the sponsor.

The report shows an average evening audience rating of 6.8, up 1.0 from the last report, down 0.7 from a year ago; average evening sets-in-use at 23.0, up 2.9 from last report, up 0.5 from a year ago; and average evening available audience at 72.3, up 0.9 from last report down 1.8 from a year ago.

Charlie McCarthy heads the list of "First Fifteen" evening programs, followed by Joan Davis with Jack Haley, in second place, and *Radio Theatre*, third. The list continues, *Mr. District Attorney*, Walter Winchell, *Screen Guild Theatre*, Lowell Thomas, *Take It or Leave It*, H. V. Kaltenborn, Frank Morgan, *Mr. and Mrs. North*, *Aldrich Family*, Gabriel Heatter (Tuesday, Thursday), *March of Time*, *Can You Top This*.

SETTING NEW RECORDS

The oil industry is on the move in KWKH-land. Busy are the roughneck, driller, pumper, gauger in meeting the demand for increased oil production in this tri-state area rom which comes one-fifth of the nation's supply of oil. Resulting from this accelerated activity is a highe effective buying income per worker. To influence the buying habits of the thousands engaged in this industry, advertisers are using powerful, 50,000-watt KWKH more than ever before.

KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

Television Broadcasters Make Conference Plans

PLANS for the first annual conference of the Television Broadcasters Assn., scheduled for Dec. 11-12 at the Hotel Commodore, New York, were outlined by O. B. Hanson, NBC general chairman of the conference committee, and J. R. Poppele, WOR New York, vice-chairman and coordinator, at a committee meeting in New York Sept. 15. Following committees were established and their chairmen appointed:

Reception: R. L. Gibson, General Electric Co., chairman; L. S. Shugg, GE, co-chairman. Displays: J. D. McLean, GE, chairman; T. J. Bernard, RCA; James D. Shouse, Crosley Corp.; Leonard Cramer, DuMont Labs; James Carmine, Philco, co-chairmen. Budget: Douglas Day, Buchanan & Co., chairman; F. J. Bingley, Philco, co-chairman. Awards: Paul Raibourn, Television Productions, chairman. Panel Meetings: Dorman D. Israel, Emerson Radio Corp., chairman. Publicity: Will Baltin, TBA, chairman. Program: Ralph Austrian, RKO, chairman. Worthington Miner, CBS; William Morris, William Morris Agency, co-chairmen. Speakers: Allen B. DuMont, DuMont Labs.

WESTINGHOUSE Electric & Mfg. Co. has selected the plant at Sunbury, Pa., for the manufacture of home receivers after the war, Walter C. Evans, vice-president, has announced.

WOWO'S FAMOUS "HOOSIER HOP"

on the Blue Network, Coast to Coast
Saturdays, 10:00 to 10:55 P.M., C.W.T.

"Hoosier Hop" is a typical Indiana contribution to radio, as typically Hoosier as James Whitcomb Riley himself. A wholesome, tuneful, fun-packed variety-hour that carries the spirit of real American home-life. Mountain and western music, old ballads, comedy-acts, novelty-numbers, and rural rhythms by thirty of the Midwest's most popular entertainers.

"Hoosier Hop" originates at WOWO in Fort Wayne, and brings the atmosphere of the Midwest to a nation-wide audience over the Blue Network. Presented now (Saturdays, 10 to 10:55 P.M., C.W.T.) as a sustainer, it is ripe for sponsorship. Unbeatable plus-value: One August, 1944, personal appearance drew an audience of 8,000 in a town of 33,000 population! WOWO or the Blue Sales Department has all the details.

WOWO
FORT WAYNE
Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • KYW • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

Population of Memphis nears 400,000 mark!
latest city-county ration book registration shows all time population high for Dixie city!
CITY-COUNTY NOW 398,701, SAYS CENSUS
Based on Ration Book No. 4:
And, There's Surplus Of Women
A new census estimate of the civilian population of Memphis and Shelby County, based on data from registration for war ration book 4, shows there are almost three women between the ages of 20 and 24 years for every man in that age group.
The Census Bureau's report gives an estimated civilian population, excluding those in institutions since they did not register for ration books, of 398,701 compared with 355,758 in 1940.
Latest ration board figures show 323,746 No. 4 books have been issued in the city (not including replacements of lost books) and 74,955 in the county outside the city. The Bureau of Census population for Memphis in 1940 was 292,942, with 358,250 in all of Shelby County. Boards pointed out that thousands of persons have come to the city and county on war work.
With so many men in the services the proportion of females to males is about four to three. Even before the war the girls were ahead some.
The Census Bureau noted an increase in population in all age groups except in males of military ages, indicating that there had been a general influx of families to the city and county since 1940.
WMC
★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK
MEMPHIS, TENN.
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC Memphis WJDX Jackson, Miss. KARK Little Rock WSMB New Orleans KWKH Shreveport
MO. ILL. KY. ARK. TENN MEMPHIS MISS. ALA.

Order of Allocations Hearings

FULL TEXT of FCC Public Notice No. 77820, outlining the schedule of hearings on allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10-30,000,000 kc under Docket 6651, follows:

Notice is hereby given of the order in which the Commission will receive evidence concerning the various services. Because of the difficulty of securing hotel and railroad reservations the Commission is endeavoring to estimate when each of the particular services will be reached. It should be emphasized, however, that it is impossible to foretell accurately in advance just when one phase of the hearing will end and another begin and all dates used are at best only approximate. However, every effort will be made to adhere to the schedule as closely as possible.

The hearings will open on Sept. 28 at 10:30 a.m. at the Interdepartmental Auditorium (Constitution Ave. between 12th & 14th Sts.). For the first three days of the hearing, Sept. 28, 29 and 30, general information and data will be presented. The hearing will open with testimony by members of the Commission's staff concerning material which has been assembled concerning the effects of bursts, sporadic E transmission, and other propagation data about the very high-frequency band. This will be followed by a statement of Dr. W. R. G. Baker, Chairman of the Radio Technical Planning Board. When Dr. Baker has competed his statement, chairmen of Panels 4 through 9 and 11 through 13 of the RTPB will present brief statements concerning the recommendations of their panels. Then the chairmen of Panel 1 and Panel 2 will submit their panels' reports.

The Commission will then proceed to consider the various services in the order listed below. In considering each service, the Commission will first hear testimony from the RTPB witnesses for the service in question and will then receive evidence from all other interested persons. For convenience in estimating the time to be consumed by the various services they have been divided into four groups and the time expected to be consumed by each group is set forth in the table below. (The topic number in the following table refers to the numerical designation of the services as set forth in Public Notice of Aug. 17, 1944.)

Order of Services

Topic No.	*Services*	*Estimated Date*
	GROUP I	
8	Fixed Public Service (other than Alaska)	Oct. 3, 4,
9	Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska	5, 6, 7.
10	Aviation	
14	Amateur	
6	International Broadcast	
	GROUP II	
1	Standard Broadcast	Oct. 10, 11,
2	High Frequency (FM) Broadcast	12, 13, 14, 17.
3	Non-commercial Educational	
4	Television	
5	Facsimile Broadcast	
7	Other broadcast services	
	GROUP III	
11	Police, Fire and Forestry Services	Oct. 18, 19,
12	Special Emergency, Provisional and Motion Picture Services	20, 21, 24.
13	Special Services (Geophysical, Relay Press)	
	GROUP IV	
15	Industrial, Scientific and Medical Services	Oct. 25, 26,
16	Relay Systems (Program and Public and Private Communications)	27, 28, 31.
17	New Radio Services	

Upon the completion of all this testimony, the Commission will again receive evidence from the chairmen of Panels 1 and 2 of the RTPB concerning the recommendation they have to make for overall allocation in light of the evidence adduced at the hearing. The Commission at that time will also receive evidence from any other person or group that has recommendations to make concerning overall allocation. It is estimated that this phase of the hearing will commence Nov. 1.

Many questions have been raised concerning the Sept. 20 date specified in the Commission's order for the filing of exhibits. These letters indicate that in many instances it is impossible to comply with the Sept. 20 deadline. Because of these difficulties, the Commission will receive exhibits which have not been filed by Sept. 20. However, it is requested that five copies of these exhibits be submitted to the Commission as soon as possible. This request applies to all exhibits which it is contemplated will be used at the hearing.

Cantor Back

BRISTOL-MYERS Co., New York, on Sept. 27 resumes Eddie Cantor in *Time to Smile* on NBC Wednesday, 9-9:30 p.m., after a summer rest, with new regular talent including Leonard Sues as trumpet player and orchestra leader, and Emily Kip, comedienne. Nora Martin, singer, Harry von Zell, and Bert Gordon continue. Program replaces *Alan Young Show*, summer replacement which moves Oct. 3 to Tuesday, 8:30-9 p.m. on the Blue. The comedian writes his own shows, assisted by Jay Sommers, and Will Glickman. Agency is Young & Rubicam, New York.

Botany Dealer Discs

BOTANY WORSTED Mills, Passaic, N. J., is distributing to local dealers transcribed spot announcements promoting "Botany 500 Suits —Tailored by Daroff." Some 230 dealers, including Gimbel's, Philadelphia, and The Hub, Chicago, have indicated their intention of placing the discs on local stations, according to Alfred J. Silberstein-Bert Goldsmith Inc., New York, agency in charge. Discs were cut by World Broadcasting System. Series comprises 25 30-second and 10 one-minute discs. The company itself, which has used spot radio for several years, continues advertising on WQXR New York.

Signed for Shorts

MORRIS GREEN, stage producer, has been signed to make a series of television shorts for Television Motion Pictures Co., New York, it was announced last week by Jack Goldberg, president of the company. Subjects for the shorts are to be selected from among Mr. Green's list of Broadway attractions.

Amertype-Hart Merger

AMERTYPE RECORDOGRAPH Corp., New York, a subsidiary of American Type Founders, has merged with Frederick Hart & Co., Poughkeepsie, also a subsidiary of ATF. New firm will be known as: Frederick Hart & Co., Recordograph Division, headquartered at 333 W. 52d St., New York, 19, N. Y.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

"For you a rose in Portland grows"... Each June Portland pays homage to its famous flower with the nationally known Rose Festival, a celebration precious to the heart of every Oregonian. KGW is very proud of its part through the years in this beloved Portland tradition. In the coronation ceremony KGW proves its skill again in making fine entertainment out of public service.

In the larger rose, Prime Minister Herbert Goode crowns Queen JoAnne Bush, 1944 ruler of Rosaria. In the small rose, three queenly candidates of former years make acceptance speeches over Station KGW.

READE M. IRELAND... PRESIDENT OF THE 1944 PORTLAND ROSE FESTIVAL

READE M. IRELAND

SAYS... "KGW is a real part of the Rose Festival tradition —which is itself now an inseparable part of Portland. From the selection of the candidates for Queen at the city high schools, through the coronation ceremony itself—KGW co-operates all the way. This year, for instance, the coronation was staged through the cooperation of the whole KGW staff—script writers, announcers, orchestra. KGW always knows the entertainment value of public service—plus . . .

THE STATION WITH EAR APPEAL

KGW

PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Guestitorial

RADIO CAN SELL RADIO

By ARDEN X. PANGBORN

Managing Director, KGW-KEX Portland, Ore.

Mr. Pangborn

SINCE New York radio audiences in mid-August first heard the name of Portland, Oregon's Radio Station KGW in the opening announcements of a 13-week campaign to acquaint prospective sponsors, account executives and time buyers with the station and its market, we at KGW have been deluged with question and comment.

One of the most repeated queries has stemmed from the admittedly unusual approach to the station advertising problem: "Is it a serious campaign, or it is really just a stunt?"

Faith in Radio

Our answer at KGW has been that we have sold for other sponsors millions of dollars worth of soap, cigarettes, breakfast food and countless other products. These sponsors buy radio for only one reason. Radio produces results. We believe radio will produce results for radio just at it will produce results for other types of sponsors.

As a matter of fact we believe in *advertising*. Our campaign was designed to supplement, but in no way to replace, our current campaign in BROADCASTING and other trade publications. We feel trade paper advertising is an essential foundation for any well-rounded station advertising program. And we feel that radio also can be used effectively in any well-rounded station advertising program.

A good deal of thought and planning went into preparation of the New York campaign, which consists of a series of nightly minute announcements over the Times' station, WQXR, and its FM affiliate, WQXQ. It was decided that each announcement should present in capsule form one outstanding or unusual fact regarding the Pacific Northwest area served by KGW, so the copy would be of some interest to the general listener, as well as to the specific audience it sought. If this test series proves as successful as anticipated, we plan expansion to other stations and other markets.

So strongly do we feel on this subject of radio advertising that we are using radio in our own community in a way we believe to be somewhat different from the normal station approach. Faced with sold-out schedules and with the usual requests from accounts for program promotion, we have purchased time on two independent Portland stations, KXL and KWJJ, to promote KGW programs. Currently we use three announcements daily on one of these stations and four announcements daily on the other, both on 26-week contracts.

We found the managements of these stations, when approached with the idea, not only willing to sell us time to promote our programs but most helpful in assisting us to select good spots. They agree that radio can sell radio, and that while, at first glance, KGW program copy might seem to be competitive to themselves, anything that increases audience will in the long run be good for all stations.

So, if we must finally get to the point of this "guestitorial", it is simply to put forth the idea that perhaps radio can better serve radio than it has in the past. It is to urge a general re-examination of our own medium toward the end that it may be used more effectively in its own behalf.

CREATIVE FORCE

MAKES WTAG A BIG STATION IN A BIG MARKET

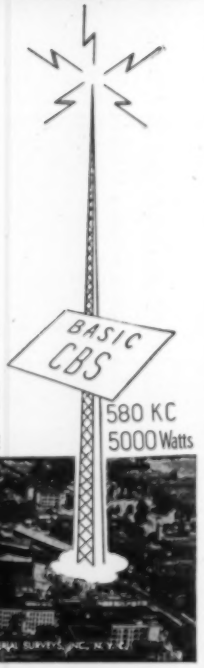
Producers, Musical Directors, Home Economists, Staff Writers, News Editors, Publicity Department and latest engineering equipment, including a mobile transmitter . . . creative advantages associated with metropolitan key stations are part and parcel of WTAG's operation.

Central New England is a big and important market. WTAG dominates the audience of this market and maintains steady coverage by virtue of its outstanding facilities. It's a big station INSIDE of a big market.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



CINEMA TELEVISION DESIRES FACILITIES

TELEVISION COMMITTEE of the Society of Motion Picture Engineers last Monday adopted a resolution recommending the immediate postwar assignment of 1200 mc to national theatre television service, comprising 30 contiguous channels, each 20 mc wide, or a band of 600 mc in the radio spectrum between 1,000 mc and 3,000 mc, and 30 more contiguous 20-mc channels, or a 600-bc band between 3,000 mc and 6,000 mc.

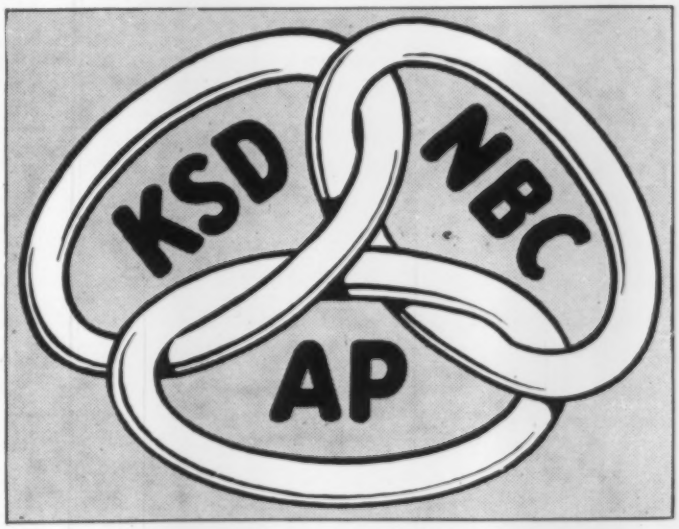
SMPE resolution also asks that another frequency band of 10,000 mc to 20,000 mc, in groups of 20-mc channels, be allocated in the radio spectrum above 6,000 mc for future expanded and improved theatre television. Resolution was presented to the television panel (No. 6) of the Radio Technical Planning Board last Tuesday in New York by P. J. Larsen, SMPE representative on the panel.

The initial requirements, the resolution says, are based on providing for 15 agencies in an area.

Comparison with 35-mm film presentations will demand higher definition pictures, on the order of 1200 lines monochrome, requiring channels 40 mc wide, or color pictures with 750-line definition, requiring 60-mc channels, the resolution states. An area such as New York City should also provide for should allow each agency two channels for remote pick-ups and two channels for inter-city relays, according to SMPE.

WJJD Chicago has added the United Press wire. Station now has facilities of both UP and AP.

The Combination that -C-L-I-C-K-S- in St. Louis!



KSD is the NBC basic station for St. Louis. It is more than 225 miles to the nearest other NBC basic outlet.

KSD is the only station in St. Louis with complete Associated Press news service —the AP news wires plus the PA radio wire.

KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD

550 ON THE DIAL

SAINT LOUIS

Owned and Operated by the
ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS

BEGINNING Oct. 12, NBC University of the Air will present a 38-week "radio course" *Music in American Cities* as the third in a series broadcast on *Music of the New World*, Thursday 11:30-12 midnight. Subject will be approached from three angles—chief historical musical contributions of cities in the Western Hemisphere; compositions about cities; and music written by composers identified with certain cities. Two programs on music of Canadian cities will be prepared and broadcast from Canada by the Canadian Broadcasting Corp. The "University" will publish a handbook containing an explanatory chapter on each program, together with a bibliography and record list, for the use of teachers, students and others following the program. Cost for the volume will be 25 cents.

Purely PROGRAMS

Social Column

SOCIAL activities of local interest and the forthcoming social calender are now presented weekly by Judy Atkinson of WTAG Worcester. Titled *Judy Goes to Town*, the social news column of the air will also present latest home furnishing and fashion hints.

* * *

Navy Yard Series

COMBINING talents of the Navy, Coast Guard and Marines, the Philadelphia Navy Yard is presenting its first radio series on WCAU Philadelphia featuring vocalists, musicians and a weekly salute.

Orientation

ORIENTATION course for youngsters about to enter the first grade in Piedmont public schools was presented by Jane Dalton of WSPA Spartanburg, S. C., on one of her regular programs. "Wise and experienced second-graders, who had been through the rigors of the first year" also participated on the program to render counsel and consolation to those of their kind about to take the fateful step. Commercials were tied-in with the pre-school induction course, featuring school merchandise offered by Jane Dalton's sponsor, Aug. W. Smith Co., Spartanburg.

WJW Air Paper

COMPLETE news presentation is the goal of WJW Cleveland in inaugurating the *WJW Newspaper of the Air*, daily hour program featuring "everything but the funnypapers". First ten minutes consists of national and international news, the next five minutes verbal stories of news personalities, a quarter-hour of news analysis and background, a quarter-hour of local and state events and the final quarter-hour consisting of the latest news in the sports world.

* * *

Video Cooking

SERIES FEATURING electric cooking lessons, titled *Cooking by the Dial*, is now presented by television station WBKB Chicago in cooperation with Commonwealth Edison Co., Chicago. Participants are Commonwelath Edison's advertising and home economics staff. Company furnishes the necessary cooking equipment. Show is heard weekly on alternate Wednesdays and Thursdays.

* * *

Science Program

WFIL Philadelphia, in cooperation with the Franklin Institute, has arranged a *Science Is Fun* series for the 1944-45 school term. To be heard weekly, program will be scheduled in the mornings so it can be heard in classrooms throughout the Philadelphia school district. The program will be designed to teach fundamental scientific principles.

* * *

Regional Service

PROBLEMS of the Maritime provinces of Canada on the Atlantic seaboard will be discussed in a weekly network program series of the Canadian Broadcasting Corp. The series *Maritime Future* will include talks on the problems of the region's farmers and fishermen, industrial development, health improvement, and federal government assistance.

* * *

Service Interviews

INTERVIEWS with wounded servicemen, recorded at the Mitchell Field Hospital, New York, after their arrival via Air Transport Command, is an added weekly feature of *WOR Newsreel*, heard on WOR New York. Series presents recordings of war stories made by BBC, the Army, Marines and the Mutual overseas staff.

* * *

WHN Service

IN COOPERATION with the New York City Center, WHN New York is broadcasting a series of programs devoted to building New York as a cultural center. Broadcast Thursday 8-8:30 p.m., series presents previews of City Center attractions, selections from musicals, interviews with noted artists, etc.

* * *

Recruitment

TO RECRUIT 17-year-old boys for the Air Corps Enlisted Reserve, WNEW New York has started a weekly quarter-hour program *Young Men With Wings*, dramatizing true stories about members of the Army Air Forces with a cast including soldiers who were professional entertainers in civilian life.

Blanket BUFFALO with

and you cover the
Western New York Market

AT LOWEST COST!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO - - - well within WEBR's primary service area.

Nationally Represented by WEED & COMPANY

WEBR
MUTUAL NETWORK

what makes a . . .

EXCLUSIVE

PRIZE PACKAGE of the waterfowl family, the Duck is EXCLUSIVE because of its great food-and-feather value . . . and because of its adaptability. Flat-billed and happy in lake or puddle, best-known are Mallard and Canvas Back. Latter called "king of waterfowl" because of fine flavor due to feeding on wild celery or eel-grass. Most domesticated ducks are derived from Mallard species.

PRIZE BUY of FM Coverage, K-O-Z-Y is EXCLUSIVE because of its proven value as First FM Voice in the Kansas City Market Area . . . because its active acceptance today and throughout the duration already fulfills its Promise of Tomorrow. Step Ahead of the Postwar Swing to FM . . . Capture this KOZY COVERAGE now! Rate Card 3 Tells All!

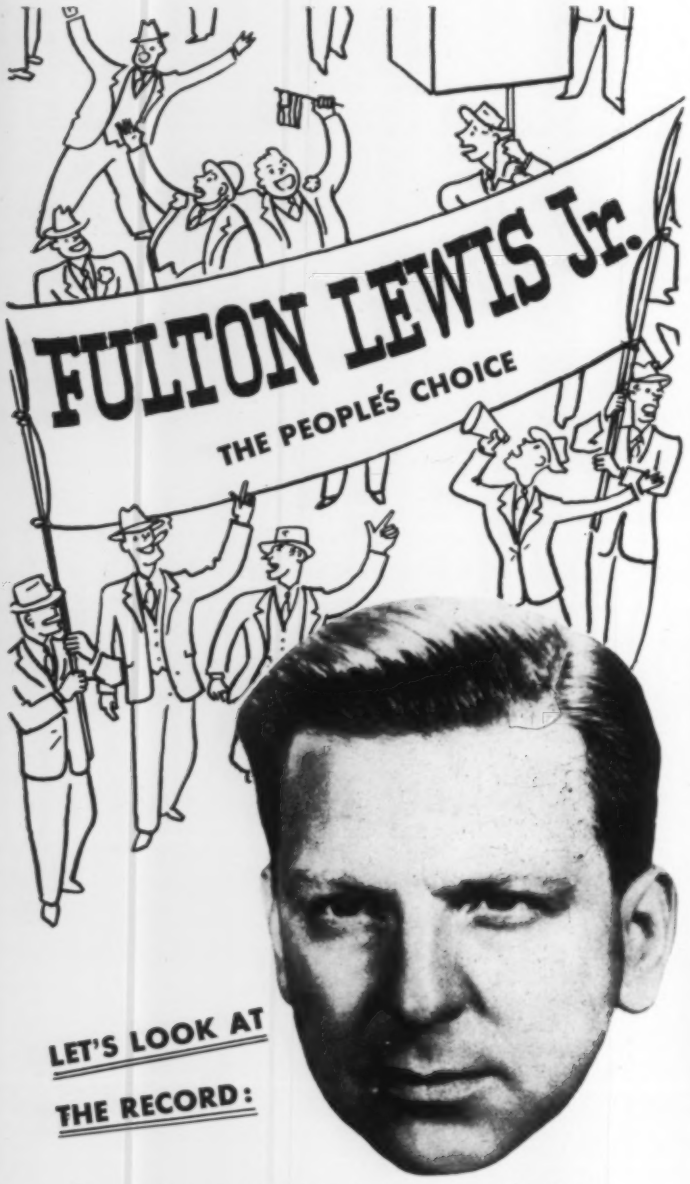
EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area



It was Lewis who helped ease the sugar situation 2 years ago.

It was Lewis who investigated the synthetic rubber problems. 12 pages of the Congressional Record were devoted to his discoveries.

It was Lewis who got the farmers gasoline, tires and essential equipment in furtherance of war production.

It was . . . and is . . . Lewis who speaks for the people . . . works for the people . . . champions the people.

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available . . . call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

CBS Claims IRAC Proposals On Video Sustain Net Stand

VINDICATION of the CBS position supporting high-definition, color television as a postwar service, rather than an immediate start of visual radio under prewar standards, is claimed by the network in a brochure hailing the allocation recommendations of the Indepartment Radio Advisory Committee [BROADCASTING, Aug. 14, 21].

Releasing its second "progress report" since issuance of its provocative proposal five months ago for "new and higher postwar television standards", CBS cited the IRAC report as "a 10-league stride . . . toward better postwar television". The report was considered at the State Dept. treaty preparatory sessions in Washington Aug. 11-12.

Manufacturers Opposed

The IRAC allocation recommendations hewed closely to those espoused by CBS in precipitating the television controversy last April. Paul W. Kesten, CBS executive vice-president and its directing head in the absence of President William S. Paley on war duty with the OWI in the European theatre, has spearheaded the CBS effort. Manufacturing companies and others who have engaged actively in television experimentation have opposed the CBS position.

"We urged last April that amazing wartime progress in the field of electronics be applied to postwar television, that prewar standards be revised as soon as the release of wartime secrets made this possible, that television manufacturers concentrate on the goal as soon as men and materials were available", said CBS.

Alluding to the IRAC television proposals as published in the Aug. 14 BROADCASTING, CBS said they bear the "enormous weight of informed and official authority" and open the door wide for the "brilliant 'high-definition' television pictures which CBS has urged". It cited four points:

1. CBS proposed 10 to 16 mc instead of 6 mc channels to permit pictures with twice as much detail, in black-and-white and in full color. IRAC, it pointed out, "proposes channels 16 mc wide or perhaps as wide as 20 mc."

2. CBS proposed that television move "upstairs" in the spectrum above 200 mc as against below 100 mc now. IRAC, it declared, proposes that these new video channels be assigned between 450 and 1000 mc.

3. CBS proposed 30 or more such channels to encourage freer competition and national service. "IRAC proposes 31 such channels', said CBS.

4. CBS proposed that present television service be retained on the lower, narrow channels until service is established on the wider, higher channels. The IRAC proposal, said CBS, "permits precisely this flexible and logical procedure".

WCBM BLUE

A Quality Station
with MASS APPEAL
in a RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station
JOHN ELMER, *President* — GEO. H. ROSIER, *General Manager*
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

CFPA Takes Air

CFPA Port Arthur, Ont., 250 w station, went on the air early in September and was welcomed to the CBC Dominion network with a special program.

U.P.
THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE
UNITED PRESS

BOTH HALVES NEED TELLING

for Pacific Coast Selling!

Two halves make up the Pacific Coast...and only Don Lee gives complete radio coverage of both halves.

Surprising as it seems, half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located. Not so surprising is the fact that Don Lee is the only network completely covering this OUTSIDE HALF. Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. Don Lee, *with* 38 *local stations*, broadcasts from within these mountain-blockaded markets. The largest coincidental survey ever made on the Pacific Coast (C. E. HOOPER, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these "outside" markets.

Hooper reports of the "inside half" are loaded with Don Lee success stories. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. Don Lee's Jack Benny "repeat" release got a higher Hooper than Network B's original broadcast. And Don Lee commentator Gabriel Heatter tops all competing network commentators on his six times weekly broadcasts, according to the August 15 Hooper Report.

For radio results, you can't ignore half the Pacific Coast. Buy Don Lee and be sure of *both halves!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

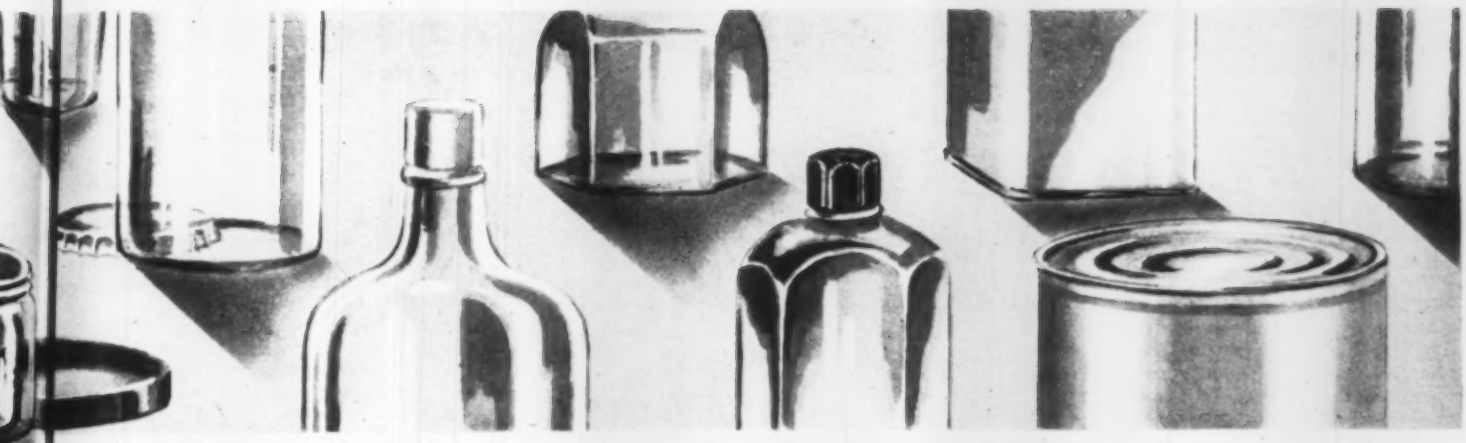
BALTIMORE: A
CONTAINER & CL

BY THE BILLIONS
METAL--GLASS--PLASTIC

Literally BILLIONS of containers and closures are turned out in Baltimore every year—for, located in Baltimore are the leaders of the industry: Crown Cork and Seal Co., Continental Can, Tin Decorating Co., Owens-Illinois, Swindell Brothers, Maryland Glass Corp., Carr-Lowrey, Buck Glass Co., Standard Cap and Molding—and others.

These products of metal, glass and plastic carry American-made goods to markets all over the world.

LEADER IN THE
OSURE INDUSTRY



This great and growing industry could well support an entire community. But, in Baltimore, it is only one of more than 100 different industrial classifications. And it is this amazing diversification that keeps industrial Baltimore on an even keel and insures a sound and healthy expansion. Baltimore is the fastest growing big city in the East. For more than 25 years its rate of growth has outstripped all other Atlantic Seaboard industrial centers.

To influence this great and growing market, turn to Baltimore's Number One advertising medium — WBAL!

BASIC NBC NETWORK

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Allocation of '44

THIS WEEK hearings before the FCC get under way on postwar allocations for all kinds of radio service. The whole usable spectrum—and portions that haven't been harnessed—will be covered. Never before have proceedings of this scope been scheduled.

The hearings will be largely technical. There will be presentations on behalf of 17 different types of radio services—each seeking allotments in the bands ranging from 10 to 30,000,000 kc. As has always been the case, the demand will far exceed the supply of available and usable wavelengths. The Government, for military and other purposes, already has made its bid for a substantial portion of the usable bands. The FCC proceedings have only to do with non-governmental allocations.

While the essence is technical, the economic and social factors inevitably are drawn in. Classes of service must build their cases upon economic need and public interest. The whole future of commercial broadcast services—television, FM and facsimile—are interwoven in the basic substance of adequate allocations in areas of the spectrum best suited for their development.

Before set manufacturers can tool up for FM and television set manufacture they must know the precise allocations, so circuits can be designed. Thus, a race against time is inherent in the proceedings. If V-E Day comes by mid-October as predicted (and we all fervently hope) chances are manufacturers will not await the decision on allocations but will turn out sets with pre-Pearl Harbor circuits.

Veteran broadcasters will recall the efforts in the latter '20s to get the long waves below 550 kc for broadcasting. It is recognized that these lower frequencies are best suited for broadcast transmission because of strong ground wave propagation.

At the International Conference of 1927, the long waves were denied broadcast service on this continent but were used in Europe. One of the topics at the hearings opening this week will be enlargement of the standard (AM) band to include the 540, 530 and possibly the 520 channels. If this happens, expect a mad scramble, FM notwithstanding, for broadcasters *know* the coverage potentials of these frequencies.

Without belaboring the competitive merits of requests for facilities, it is obvious that the greatest bid will be for the lower end of the high-frequency band. The Government services already have pitched their tent in this area. Moreover, there is the difficulty of attempting to devise an intelligent allocation without important information known only to the military, developed through war incentive.

Gleaned from the appearances filed, there is evident an organized movement by educators to get in on the ground floor of postwar FM. Allotted frequencies under the original FM allocations for such non-profit stations are pronounced insufficient, and the educators seek a larger chunk of the FM band for regional and statewide networks.

There is another race against time, too. The State Dept. has set a Dec. 1 deadline on preparation of proposals for the next International Telecommunications Conference (date to be set after V-E Day). The direct testimony before the FCC will run about a month, it is estimated. Then there will be cross-examination. That may run the hearings into mid-November.

There will be stiff competition for the most desirable portions of the new high-frequency bands. We trust there will be no bickering or quibbling and that the engineers and operating executives will rely upon technical facts in seeking equitable allocations. But there should be no yielding to services or groups whose requirements can be met by wire lines because, next to safety of life factors, broadcast or mass communications constitute the broadest and most effective use of radio.

James C. Petrillo is slated to appear before an NLRB panel in New York Thursday on the platter-turner grab. Jimmy once told a Senate Committee he wasn't really serious in asking that platter-turners belong to his AFM, but that Chicago stations surprised him and accepted his original request several years ago. Jimmy's new story, explaining his deal with IBEW to unionize all record-turners, should prove interesting.

On News Judgment

WITH a German armistice expected momentarily, broadcasters must use extreme care in repeating over the air unconfirmed reports. In these days what few neutral countries remain are hotbeds of rumor. Not infrequently the so-called unconfirmed reports are planted by the enemy for a definite purpose. And not a few of them are published.

An experienced American newsman seldom jumps the gun on flimsy reports of doubtful origin. The announcer—good as he is at the microphone, but with no news experience—might take such reports as legitimate. In fact, some good programs have been interrupted by stations whose announcers felt they had something hot. Frequent interruptions of regular programs to broadcast unconfirmed reports is not good news judgment. Neither is it good radio.

When the armistice comes we'll get it through our own reliable channels—the major networks, news wire services and independent correspondents. Let's not dignify those unconfirmed reports originating in one neutral country and published in some other by interrupting programs with them.

Byron Price, Director of Censorship, Elmer Davis, Director, Office of War Information, the Army and Navy in the last few weeks have cautioned broadcasters and publishers alike to be wary of "false rumors of German surrender or of negotiations looking toward surrender". A joint statement by the OWI, War Dept. and Navy Dept. cautions: "If there should be a general surrender, headquarters of the Allied Expeditionary Forces will be the first to know it. Accordingly no rumors of surrender should be accepted unless confirmed by Gen. Eisenhower."

Radio has done too good a job in war reporting to acquire demerits now by broadcasting unconfirmed reports. Let's keep radio's record clean.

Our Respects To -

CAPT. FRANZ OTTO WILLENBUCHER

KEEPING abreast of radio law as an avocation while a Naval communications officer has been the priceless preparation for Capt. Franz Willenbucher's present assignment as Special Assistant to the Director of Naval Communications. The scope of that office cannot be told until the war's end, but it is now described as one of the largest single communications organizations in the world today. Denoting the significance of his work was his promotion last week to captain.

Handling the legal aspects of that organization, under Capt. Willenbucher, is a staff of top-flight experts in the field of radio law. Among them are: Lt. Comdr. Duke M. Patrick, former general counsel of the Federal Radio Commission, and a partner in the office of Hogan & Hartson; Lt. Comdr. Paul M. Segal, of Segal, Smith & Hennessy, and former assistant general counsel of the FRC, who was executive officer for Capt. Willenbucher before his assignment in the Pacific Theatre; Lt. Joseph F. Zias, on leave from the law firm of Loucks & Scharfeld; Lt. Ed Cooper, former expert of the Senate Interstate Commerce Committee, now on inactive duty to assist the Senate with the postwar merger of international communications.

Together with the staff, the newly-promoted Capt. Willenbucher advises the Director on policy determination of Naval communications, legal aspects of the service, and legislative matters of interest to the Navy from a communications standpoint. He forms a liaison with other Government departments in the same field, and advises on treaties and on the administration of the tremendous organization.

Capt. Willenbucher's past experience peculiarly fits him for the assignment. After graduation from the Naval Academy in 1918, he served overseas in World War I on the transport *USS Mongolia* and on mine sweepers as communications officer until the Armistice.

After the Armistice he went to Vienna with Prof. Archibald Cary Coolidge, appointed by Wilson to head the Austrian Field Party of the American Commission to negotiate peace. Capt. Willenbucher handled the communications aspects of the reports of this committee, concerned with the Central European Powers, excluding Germany.

At the American consulate in Vienna, he operated a small radio receiving station which provided communications for the peace agency. Messages were received there from Paris headquarters radio and many European political messages were intercepted that were of great

(*Continued on page 42*)

CONSIDER THE EAR

... and WMFM

Radio appeals to the ear. The station that most appeals to the ear will appeal to most of the listeners. That is simple logic.

Ear appeal is why WMFM sets the pace in Wisconsin.

Ear appeal is the reason for WMFM's intense listener loyalty.

WMFM is Wisconsin's FM station. Crystal-clear and static-free, it offers the listener a quality of reception that is new, superior, exciting.

Add to these technical advantages the other qualities possessed by WMFM. WMFM backs up FM with a schedule that combines better programs with outstanding personalities. WMFM delivers distinctive, quality programs, keyed to the wants and needs of the community.

So it is little wonder that Wisconsin has found a favorite in WMFM.

And it is little wonder that national and local advertisers have found WMFM is Wisconsin's prestige building, sales promoting station.

Get the full story. Find the many advantages in including WMFM in your fall schedule.

WMFM

THE MILWAUKEE JOURNAL FM STATION

FIRST
with
NATIONAL
SPOT and
LOCAL
TIME
BUYERS
Not just this year— But, every year, Continuously
WRC
Represented by NBC Spot Sales
Washington

Our Respects to

(*Continued from page 40*)

help to the American commission.

That mission completed, the young officer accompanied Admiral Knapp's flagship on a diplomatic tour of the European waters, from Constantinople to the Baltic.

From 1919 to 1924, he served as communications officer aboard the *Chattanooga* and the *Arkansas*, being assigned in June of 1924 to the Third Naval District in New York City as assistant to the legal officer and in the War Planning Office.

Having been interested in law from his youth, Capt. Willenbucher had been studying the law in any spare time he could manage from his naval duties. When he could, he attended night school, and in 1930 he received his LLB from New York Law School. In 1937 when he was graduated from Georgetown U. Law School in Washington as Juris Doctor, he was given the Faculty Award for his thesis in the field of price regulation.

By 1941 he had completed all seminars leading to an SJD Degree from Georgetown U. Law School.

Sea Duty

Meanwhile, he had had several turns of sea duty, was officer in charge of the Navy Motion Picture Exchange, selecting movies for the Navy men as a morale service and was, for a year, engineer officer of the U. S. Naval Station, Guantanamo Bay, Cuba.

In 1935 he was called to the office of Adm. Hooper, the then Director of Naval Communications. "I know you are wondering why I chose you," the admiral told him. "I want your knowledge of law and your advice in dealing with the legal problems of Naval Communications."

He was then assigned as Commercial Traffic Superintendent, and his job was almost a rehearsal on a smaller scale for the work he is doing now.

After two years in that position he performed duty at sea as executive officer and in command of the Heavy Mine Layer, *USS Oglala*. And at his own request he was retired from active duty on Dec. 31, 1938.

Usually a retirement is the end of a story, but with Capt. Willenbucher it could be called a beginning. For a year he was in the legal publishing business. Then in November 1939 he was recalled to active duty. Again it was in the Office of Director of Naval Communications, the director now being Rear Adm. Joseph R. Redman. He served as legal officer and also was in the Plans Division, the section that furnishes legal opinions in national and international communications.

Under the recent reorganization, Capt. Willenbucher has been promoted to special assistant to the director. And it is his office that comprises the "all-time" radio law firm, all working now on an international scope beyond anything ever possible before.

At the time of the Normandy invasion Capt. Willenbucher also served as traffic coordinator of international communications for the Board of War Communications, supervising volume and expediency of traffic over commercial lines.

"The commercial companies handled the job so smoothly, though," says the captain, "that my job became a mere precautionary measure."

Capt. Willenbucher has been a member of the coordinating committee and the law committee of the Board of War Communications since its creation as the Defense Communications Board in September 1940.

His clubs include the New York Yacht Club and the Army & Navy Club in Washington. He belongs to Phi Delta Phi, legal fraternity, and Pi Gamma Mu, honorary social science organization.

He was born in Jersey City in 1897. In 1924 he married Amy Katherine Hart of his hometown of Westwood, N. J. They have three children, Dorothy Elizabeth, 19, a junior at Swarthmore, Shirley Ann, 18, and Marshall Redfield, 8.

Dorthy Elizabeth intends to study law. If plans go according to schedule she will join her father in the practice he hopes to establish after the war, when he "retires"—for the second time before 50.

Personal NOTES

JAMES A. BAUBIE, assistant manager of the public relations department of Westinghouse Electric & Mfg. Co., has been awarded the company's Order of Merit for "exceptional ability" in his field.

GEORGE B. PORTER, former assistant general counsel of the FCC, and Andrew G. Haley, former FCC senior attorney, have announced dissolution of the law firm of Porter & Haley, effective Sept. 30. They will continue the general practice of law with offices at the same location, 1101 Earle Bldg., Washington.

DAVID S. COOK, for two years editor of *Speaker*, house organ of Stromberg-Carlson Co., Rochester, and until last year a vice-president of International Platform Assn., has been named sales promotion manager of Stromberg-Carlson, working directly under Stanley H. Manson, manager of public relations, advertising and sales promotion.

C. S. YOUNG, manager of WBZ-WBZA Boston, has been named to the professional advisory board of the radio department of Boston U.

JOHN ACKERMANN, former commercial manager of KPAS Pasadena, has joined the sales staff of WBBM Chicago.

HOMER HOGAN, owner of Homer Hogan & Co., Chicago, station representatives, is recuperating from an operation at St. Luke's Hospital, Chicago.

EVERETT A. LANDE, formerly in charge of talent for high school studio programs on WMAQ Chicago, has joined the sales staff of WIND Chicago.

Iowa Broadcasting Co. Names Hoffman, Inman

PHILIP R. HOFFMAN, manager of KRNT Des Moines, has been elected vice-president of Iowa Broadcasting Co., and Don E. Inman was named vice-president and treasurer of WNAX Yankton, S. D., according to an announcement of the IBC board of directors last week. Mr. Inman was formerly with WMT Waterloo, Ia., and succeeded Mr. Hoffman as WNAX manager when Mr. Hoffman joined KRNT.

In his new post Mr. Hoffman succeeds Craig Lawrence, now general manager of WHOM New York. Mr. Lawrence remains a vice-president and director of Iowa Broadcasting Co. and the South Dakota Broadcasting Co., and a vice-president of WNAX.

KRLD Plans Opening Of Fort Worth Studios

OPENING of Fort Worth studios for KRLD Dallas-Fort Worth CBS outlet, about Oct. 1, was announced last week by J. W. Runyon, president of KRLD Corp. and vice-president of the *Dallas Times-Herald*.

Hal Noble, former City Councilman of Dallas and a former official of the Texas Co., has been named manager of the Fort Worth studios at 801 Fifth St. Clyde Rembert, KRLD general manager, will also supervise Fort Worth operations.

CHRISTOPHER CROSS, assistant publicity director of Mutual, has been appointed public relations manager of the BBC effective Oct. 16, succeeding Stanley Stevens, who resigned to set up his own office.

DEWEY H. LONG, manager of WELI New Haven, is resigning from that post effective Nov. 15. Mr. Long is a former manager of WSAI Cincinnati, commercial manager of WBT Charlotte, national sales manager of WAPI Birmingham and Southeastern representative of CBS Radio Sales. He went to WELI last year from Chicago where he was manager of the WLW Chicago sales office.

FRANK M. FOLSOM, vice-president in charge of RCA victor division of RCA, has been elected a director of Eversharp Inc.

FRANK McHUGH formerly with KJBS San Francisco, has joined the KGO-Blue San Francisco sales staff.

COL. R. ERNEST DUPUY, chief of SHAEF public relations and former head of news division, War Dept. BPR, last week was awarded the Order of Merit by Gen. Eisenhower for his handling of Normandy invasion news.

"WFDF Flint says post-war planning is OK now."

YOU CAN SEE THE SUN RISE IN THE PACIFIC AND SET IN THE ATLANTIC*—

BUT—YOU CAN'T COVER WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Wednesday evening figures, 7 to 10 p.m.!

WKZO	51.9%
STATION B	29.9%
SIX OTHERS	18.1%
MISC.	0.1%

In some localities radio "fading" is a natural phenomenon as predictable as the sun-rise. Western Michigan is one of those areas. Most people who live here just don't even try to listen regularly to "outside" stations. They listen to WKZO.

If you've been sold on the idea that you get Western Michigan as a "bonus" from Chicago or Detroit, we ask that you take the following anti-balogna steps: (1) Analyze this area's present or potential value to you; (2) check your local wholesaler or distributor as to the *truth* of the statements above; (3) let us (or Free & Peters) show you recent Hooper Surveys as to *which* stations are most popular in Western Michigan. . . . You'll soon be inquiring about availabilities on WKZO.

* This feat is actually possible in the Republic of Panama. Get out your map and check it!

WKZO

5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO and GRAND RAPIDS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Powerful Popular

WCAO

The Voice of Baltimore

* America's 6th City in Population.
* Maryland's Oldest Broadcast Station.
* Columbia Basic Outlet, Since 1927.
* 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative

BEHIND the MIKE

LARRY MEIER, Mutual correspondent who was taken ill while en route by plane to the West Coast, will not proceed to the South Pacific area as originally planned because of his condition. Illness was brought on by injuries received at Dieppe, while covering the European theatre for Mutual.

DOROTHY DRISCOLL, effective Sept. 15 became manager of station traffic of Mutual. She has been assistant to the former manager, Paula Nichols, resigned.

TOM SLATER, director of special features and sports for Mutual, has received an award of merit from the armed service forces for his services in conducting *This Is Fort Dix*, MBS servicemen's program originating from Fort Dix, N. J., now off the air.

AL RUHFEL, continuity chief of WSPD Toledo, is the father of a girl.

WAYNE C. BYERS, formerly with WTAM Cleveland, has been named program director of WCAR Pontiac, Mich. Other new members of WCAR are William J. Lofback, chief announcer, and Glyn Ellis, announcer.

ROBERT ST. JOHN, NBC commentator heard on *World News Roundup*, is leaving for England. He will continue to be heard in his Monday through Friday 10:15 a.m. spot for Miles Labs., and will also broadcast on the London pickup of *News of the World*. He may also broadcast from Paris and plans to return to the United States in time for the publication Nov. 3 of his forthcoming book *It's Always Tomorrow*, by Doubleday Doran Co., New York.

PAUL MANNING, recently returned from Europe where he has been broadcasting for WOR New York, accredited to Mutual, left last week on a lecture tour. His Sunday broadcasts on WOR, sponsored by Sperry Corp., New York, will be picked up through special lines while he is en route.

TED LAWRENCE, former WINS New York announcer, has joined WBYN Brooklyn.

EDWARD SCHOEN, member of the WGN Chicago publicity department, is convalescing at home following an operation at the Swedish Covenant Hospital.

HENRY SCHACHT, farm editor of KPO San Francisco, is the father of a girl.

JACK RANG, former night announcer's clerk of NBC Chicago, has joined WOAI San Antonio.

DAVE LICHTER, former traffic clerk of NBC Chicago, has joined the announcing staff of WTMA Charleston, S. C.

SHADOWED PORTION of the map to which Edward Wood Jr., MBS general sales manager is pointing, is the area covered by the Mutual stations that will carry *The Shadow* for Delaware, Lackawanna & Western Coal Co. Seated is Henry Gage, DL & W sales agent, while account executive Robert Hunter of Ruthrauff & Ryan, sponsor's agency, is in the center.

JOHN C. DUVALL, world traveler and lecturer on current international topics, has joined WFBL Syracuse as news analyst.

IDA COLLINS has been named traffic manager of KFEL Denver succeeding Guy Alexander.

GEORGE SNELL, former production manager of KDYL Salt Lake City, has been appointed program director of KIDO Boise, Ida.

BETTY BLACKBURN VOGT, continuity director of KOIL Omaha, has accepted an overseas assignment with the Red Cross as staff assistant.

HAZEL KERNS of the promotion department of WCKY Cincinnati, has announced her engagement to Paul Mowrey, assistant director of television for CBS.

PERRY E. HILLEARY, former manager of KINY Juneau, is a new addition to the program department at KFAR Fairbanks, Alaska.

ED KING has returned to KSAL Salina, Kan., after announcing with several other stations in the interim.

PFC. JAMES KNOX, USMC, former producer of the Ginny Simms program, is now producer for the *Marines in the Making* show from Parris Island, part of the *Service Time* series on CBS. He temporarily returned to his former job of producing *Spotlight Band* when it originated from Parris Island last Thursday.

LESLIE ECKLUND, with honorable discharge from the Navy, has joined the CBS Pacific Network sales promotion staff to handle exploitation.

Esquire presents

"The Boys from Boise"

Television's first full-length Musical Comedy written and produced especially for television

September 28th at 8 P.M.

Station WABD Channel 4 New York

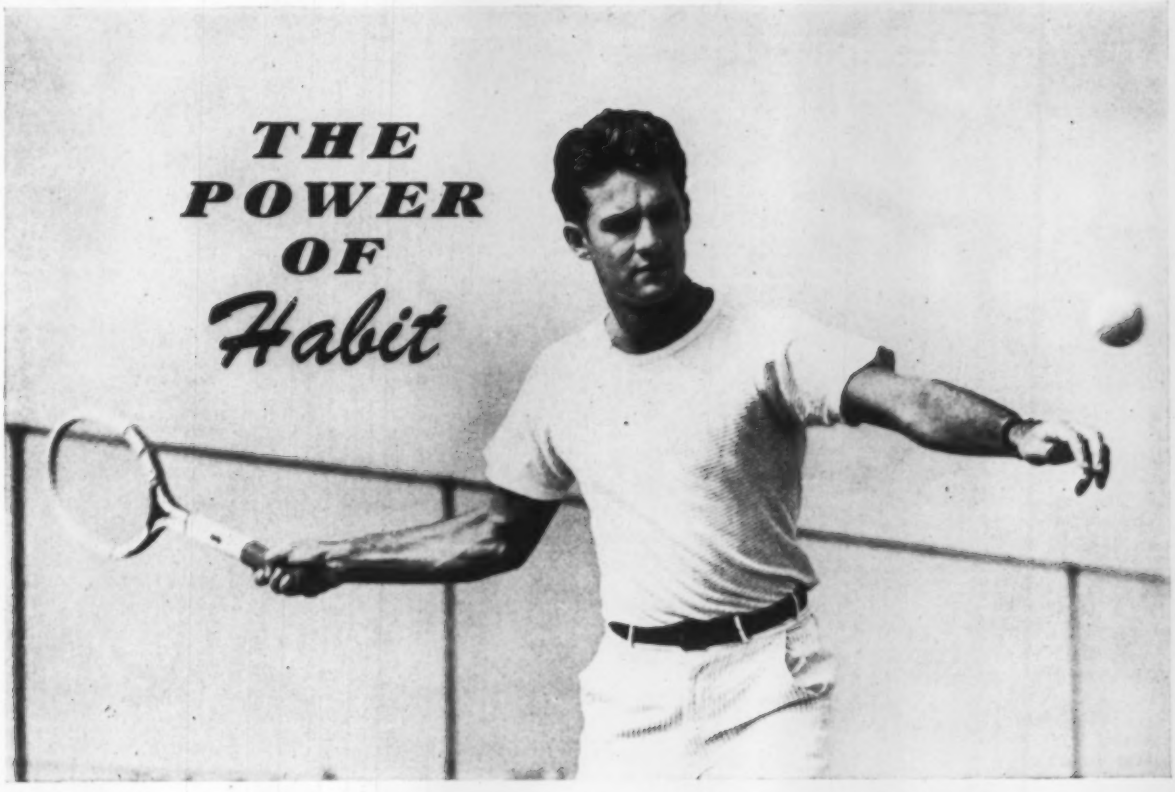
5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.



Timing, coordination, follow-through .
all these are exemplified in the tennis stroke. All these are the result of habit, of doing the same thing time and again

Another result of habit is the vast number of listeners which WTIC commands in the Southern New England market. During more than 19 years, the people of this area have come to depend upon WTIC for their radio entertainment. They know what they want . . . and WTIC sees that they get it.

This long established habit is of great importance to national advertisers for it means the existence of a waiting and attentive audience for your sales message. Acquaint these people with the merits of your product . . . convince them of its value . . . and they will buy it. And buy it they can, for the 3,500,000 residents of WTIC's primary area possess a spendable income more than 60% in excess of the national average.

Get into the habit of getting results in Southern New England. Put WTIC's 50,000 WATTS to work for *your* product.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

IT TAKES a
C-46
to Hop the
HIMALAYAN
HUMP

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

VINC WILLIAMS, formerly with WBNY Buffalo and KTFI Twin Falls, Ida., has joined the announcing staff of WGY Schenectady.

MARJORIE THOMA, script writer at KDKA Pittsburgh, has been loaned to the United War Fund for the organization's annual Fall campaign.

BOB BENCE, San Francisco m.c. on the weekly *Quiz of Two Cities* on Don Lee Pacific stations, has joined the network's Hollywood staff as announcer.

ROD O'CONNOR, announcer of Don Lee Broadcasting System, Hollywood, is the father of a boy. Mrs. O'Connor was formerly manager of KSL Salt Lake City.

PAUL PHILLIPS, announcer of WCAU Philadelphia, has been promoted to production manager. He succeeds Joe Gottlieb, who left to take a similar post at WMCA New York.

BILL RAMBO, news editor of KYW Philadelphia, has been elected president of the 1619 Club, company-employe organization of KYW and Westinghouse Radio Stations Inc. succeeding El Skotch, formerly of the program department and now with the Blue network in Chicago.

PAUL RICHARDS, newspaper advertising salesman, has joined the sales staff of WHAT Philadelphia.

BOB CORNWELL, former chief announcer at KFEL Denver, and Ned Serrell, formerly of WIND Gary, Ind. are new to the announcing staff of KDYL Salt Lake City. Tommy Grenhow, formerly of KSL has transferred to KDYL as publicity and promotion director.

JOHN SLAGLE, special events man at WXYZ Detroit, has been promoted to chief announcer, succeeding Jack McCarthy, now in the Marines.

OTTO KRENN is a new announcer at WCAE Pittsburgh.

Frank Davis Missing

SGT. FRANK DAVIS, formerly of the accounting department of Westinghouse Radio Stations Inc., Philadelphia, is reported missing on an air mission in the Italian war theatre. He had been radio man and gunner in the Army Air Corps with two years of service and had taken part in at least 29 air missions.

RALPH A. ROSE, of the Philadelphia AP bureau has joined WCAU Philadelphia as assistant to Bud Reinhard, news editor.

ELEANOR ULMER, sales promotion manager of KYW Philadelphia, has resigned to join *Tide* magazine in New York.

ALAN A. HAHN, former announcer of WNEW New York and news photographer of CBS, has joined the production staff of KYW Philadelphia.

ALUN B. WILLIAMS, former night program supervisor of WMCA New York, has been added to the announcing staff of KYW Philadelphia.

MARY JEAN SWART, former publicist of the Philadelphia Travelers Aid Society, has joined the program department of WFIL Philadelphia.

JOE GRADY, former announcer of WIP Philadelphia, has joined WPTZ, Philco television station in Philadelphia.

GEORGE W. SLADE, publicity manager at WBZ-WBZA Boston, has been loaned to the local branch of the National War Fund to serve as radio consultant for the Greater Boston United War Fund campaign which opens Oct. 31.

BOB YOUNG, announcer at WOWO-WGL Ft. Wayne, Ind., suffered a broken ankle last week.

LT. COMDR. RICHARD A. VELZ, former production manager of WRNL Richmond, reported last week for temporary duty in the Radio Section, Public Relations Office, Navy Dept.

LT. DONALD G. WEISS, assistant to Maj. A. A. Schechter, radio officer for Army Public Relations Bureau, Southwest Pacific Command, has been promoted to Captain.

JACK McCORMACK, announcer at WSGN Birmingham has been promoted to program-production manager replacing Bill Terry, resigned.

DR. SIGMUND SPAETH, music authority, has joined Television Workshop as consultant.

BILL ALSPAUGH, formerly of WAIR Winston-Salem, is now announcing at WPTF Raleigh, N. C.

JERRY MURRAY, formerly on the sales promotion staff of the Blue Network, has joined Young & Rubicam, New York, as assistant to Lester Gottlieb, manager of radio publicity. Miss Murray will handle promotion and coordination of network programs. Prior to joining the Blue, she was associated with WOR New York and *Printers Ink*.

TOM REDDY, free-lance announcer and m. c., who has been handling *Fitch Bandwagon* on NBC, has joined the announcing staff of the Blue Network.

ED WHITNEY, who has been in broadcasting for the past 15 years, has resigned as producer at the Blue Network, to retire. He has been handling the *Town Meeting of the Air* programs.

MARTIN MAGNER has resigned from NBC where he directed *Arthur Hopkins Presents* to join Transamerican Radio & Television Corp., New York, as director, assigned to *Radio Reader's Digest* sponsored on CBS by Campbell Soup Co. C. Herbert Rice has taken over direction of the NBC program.

C. W. (Wib) PETTEGREW has resigned as program supervisor of WOSU Columbus to become an editor for the American Education Press, Columbus. He will continue as play-by-play announcer for Ohio State football games over WOSU and six Ohio stations and will serve as moderator of the *Junior Town Meting League*.

RUSS RYAN, formerly of WHK Cleveland, has joined WAAF Chicago as newscaster.

RCA Communications Inc., on Sept. 16 reestablished direct radio telegraph communication between New York and Paris, suspended since June, 1940. Circuit will carry only Government and press messages for the present. No commercial traffic will be accepted.

★ MORE
NEWS SERVICE
than any other Dayton Station

★ PROOF? The
WHIO line-up
includes I.N.S.-A.P.
U.P.-REUTERS

WHIO IS
THE DAYTON MARKET
5000 WATTS • BASIC CBS
G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

KTFI
TWIN FALLS • IDAHO

Moccasin Bend
from Lookout Mountain

WEST of Chattanooga, the Tennessee River winds its way between Lookout and Elder Mountains, its course carving out one of the most interesting phenomena of nature. For as the river winds and turns, the land within the turn forms a perfect moccasin from toe to heel.

This moccasin-shaped land is at the present time being considered as a site for Moccasin Bend Park, providing an additional land mark to the many which now make scenic Chattanooga one of the truly beautiful spots in all America.

In addition to its many dazzlingly beautiful natural splendors, Chattanooga is also located in the heart of the TVA power empire, an industrial center of present and growing significance.

•

The Chattanooga Market From A Time Buyer's View-Point

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice

WDOD	76.9%
STATION B	18.3%
STATION C	4.8%

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

Post No Bills

Sales come easier when you use the powerful influence of WAIR. We have the listeners and the listeners have money. Don't post bills. "Post" an order to—

WAIR

Winston - Salem, North Carolina

The Walker Co., Nat'l Representatives

REACH THE *Active* SALT LAKE MARKET THROUGH

KDYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

Agencies

HARRY A. BATTEN, president of N. W. Ayer & Son, Philadelphia, has been named a vice-chairman of the United Chest Campaign in Philadelphia, which gets under way Oct. 16.

DAVID W. DOLE, associate radio director of Henri, Hurst & McDonald, Chicago, is studying television activities at GE, Schenectady, and contacting television directors of New York agencies as basis for a series of reports he will write for agency clients.

LESTER GOTTLIEB, radio publicity director of Young & Rubicam, New York, is the father of a girl.

WALTER GORMAN, released from the Army Transport Service, has rejoined Young & Rubicam, New York, as staff producer.

BARRETT BRADY, formerly in the copy department of Maxon Inc., New York, has joined Warwick & Legler Inc., as copy chief.

JAMES E. HANNA, former radio copy chief of N. W. Ayer & Sons., Philadelphia, previously in the agency's Detroit office, has been transferred to New York to serve as radio account supervisor, a new post, Philip A. Young, a member of the Ayer writing staff in New York, has succeeded Mr. Hanna as radio copy chief in Philadelphia.

W. THEODORE OKIE, with J. M. Mathes Inc., New York, since its formation in 1933, has been elected a vice-president.

TOM WALLACE, head of Tom Wallace Radio Productions, Chicago, specializing in package shows, has opened a New York office at 366 Madison Ave.

NELL JANE HOPKINS, formerly with The Katz Agency, Kansas City, has joined John E. Pearson Co., station representatives, as office manager in Kansas City. Agnes Terrace, formerly with the American Red Cross, has joined the Pearson Chicago office. New Kansas City, Mo. offices of the John E. Pearson Co. will be located in the Dierks Bldg. effective Oct. 2 [BROADCASTING, Sept. 18].

E. W. STEPHENSON, former district sales manager of General Outdoor Adv. Co., Chicago, has joined Burton Browne Adv., Chicago, as executive vice-president.

BEN S. LAITIN, formerly on the copy staff of Young & Rubicam, New York, has been appointed copy chief of J. D. Tarcher & Co., New York.

TOWNLEY & Assoc., new talent firm, has been established at 1175 Bay St., Toronto.

CARTER R. JONES, copywriter, formerly with BBDO, New York, has joined Sherman K. Ellis & Co., New York.

PAUL O. RIDINGS, former director of public relations and advertising at Illinois Institute of Tech., has been appointed director of public relations of McCann-Erickson, Chicago.

CONNER Co., advertising, has moved its offices from 116 New Montgomery St., San Francisco, to the Flatiron Bldg., 544 Market St., San Francisco 4. Telephone is unchanged.

GERTH-PACIFIC ADV., has moved Los Angeles offices to 412 West Sixth St., and added Ruth Gustavson as copy writer.

WALTER GAYNER has joined Barnes Chase Co., Los Angeles, as account executive.

JOSEPH SILL, on leave of absence as radio producer-copy chief of Davis & Beaven Adv., Los Angeles, and now in the Army stationed at Camp Hood, has been promoted to lieutenant-colonel.

TIME OUT for refreshments, was taken by this sponsor-agency-network-talent quintet before huddling on future program plans for NBC *Rudy Vallee Show*, Procter & Gamble Co. (Drene), sponsors half-hour variety program which started on Sept. 9. Hungry but happy are (l to r): Mans Holiner, producer for H. W. Kastor & Sons Adv., agency servicing account; Sidney N. Strotz, NBC western division vice-president; Rudy Vallee, program star; William Ramsey, radio director of Procter & Gamble Co., and Murray Bolen, agency's Hollywood representative.

D. H. STEELE, recently returned from Spain where he had been on assignment for the State Dept., has joined Charles Daniel Frey Adv., Chicago, as copy writer.

GENE DUCKWALL and Roy Swanfeld of Foote, Cone & Belding Hollywood radio department, have been transferred to the San Francisco offices.

ROBERT R. McKEE has rejoined the Philadelphia office of Doremus & Co.

LAWRENCE I. EVERLING Adv., Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

BYRON KEATING Co., Cincinnati, advertising agency, has been opened by Byron Keating, formerly with Lord & Thomas, and author of *Industrial Advertising*. Agency will specialize in industrial accounts and will also handle newspaper and radio advertising for three regional food manufacturers.

Franco Promoted

CARLOS A. FRANCO, manager of station relations of the radio department of Young & Rubicam, New York, for eight years, has been named associate director of radio.

L. Raymond Nelson

L. RAYMOND NELSON, office manager of Campbell-Ewald Co., New York, died in New York Sept. 15.

JOHN A. E. McCLAVE, for 11 years with N. W. Ayer & Son, Philadelphia, has joined Lewis & Gilman, Philadelphia advertising agency, in an executive capacity.

LENNEN & MITCHELL will re-establish Hollywood radio production offices with Travis Wells in charge as manager.

WHBQ is the Non-Stop Winner in MEMPHIS

No other station here has given its listeners so much news, music and entertainment. According to our advertisers no other station gives them so many buyers at such low cost. You'll be among the best on WHBQ.

News Every Hour on the Hour

DIXIE'S 24 hour STATION

WHBQ

your MUTUAL friend

REPRESENTED BY RAMBEAU

MEMPHIS, TENNESSEE

Reprint from July Issue "Advertising & Selling"

THE RUBBER NETWORK

How the transcribed program is hitting the Big Time

JACK SMALLEY
Manager, Hollywood Office, Batten, Barton, Durstine & Osborn, Inc.

That harassed expression on the face of the agency time-buyer is becoming a mark of chronic suffering. All the good network time is sold. Every day brings another urgent demand from a client. And the time-buyer can foresee that when peacetime products return, the pressure will be enormous.

There is, of course, no way to pour a gallon of advertising into a quart of ears. The time-buyer must lapse at moments into a beaten daze during which he dreams of a new major network of powerful stations materializing out of nowhere, with beaming salesmen actually offering him choice availabilities, and where a fortune isn't needed to win an audience.

Yet such a network actually exists.

Considerable good time is available, safe from recapture, complete with ratings, on top-notch stations. The transcription boys have been building it up for years against this very day.

While transcribed shows are by no means the cure for the time-buyer's torment, any and all possibilities are worth investigating in these times.

Known in some quarters as the Rubber Network because it has a three-way stretch, the use of a transcribed program on a series of stations permits the advertiser to:

1. Cover only his choice of territories, with no basic network requirements to meet;

2. Broadcast during advantageous local times, without the need for rebroadcasts;

3. Stretch the budget to cover box-office talent.

FIRST TEST

The first crucial test of transcribed programs was made on the West Coast when Jack Benny tried a rebroadcast on wax to reach a larger night-time audience. It was a success, as the Blue Network proved. This year, on the Don Lee-Mutual net, Benny's night-time broadcast on wax continues to break down any prejudice against transcriptions and is helping to double his rating in the area.

But out here in Hollywood the honors for taking the first big gamble on the possibilities of the Rubber Network belong to **C. P. ("Chick") MacGregor**, who nervily and nervously invested a substantial sum in producing a big-name, big-time show on wax, and now has a network that includes eleven 50,000-watt stations and a program that had a March Pacific Hooperating of 8.1.

His adventures with the Rubber Network are worth exploring. For years **Chick** has been producing shows—probably around 5,000-programs. Most of them went to the cow-towns on the "Barbed Wire Network." When he finally decided to get into the big time and compete against major network programs in the metropolitan areas, he first asked: "What have we got out here that others haven't got?"

Movie stars, of course. He made his dicker with the talent agents and put together "Hollywood Theater," investing in stars like Herbert Marshall, Joan Bennett, Miriam Hopkins, Carole Landis, Annabella, Jon Hall and others. The resultant half-hour dramatic show is now sponsored on the Rubber Network, at times chosen for a minimum of competition and a maximum of available audience, on such stations as WEAF, WMAQ, WHO, WOW, KOA, KSL, KIRO, KOP, KFI, WOAI. Ratings on some of these stations run from 11 to 13 points.

Transcribing a program has not only lost most of the stigma formerly attached to wax, but has demonstrated many advantages. Some of our topnotch radio producers now in the armed forces, having discovered the possibilities of transcriptions through the vast overseas network, predict a surge toward this method in postwar.

Chief advantage is that movie stars can make records just as they make movies—with as many retakes as are necessary to make the performance top-notch. What's more, they can rehearse and cut at their convenience. That saves time, and time is money. And studios don't have to hold up movie production while a star goes on the air.

If a star makes a fluff, just lift the needle and cut it over again. After the program is cut, it's still possible to make changes before it goes on the air, since transcription engineers are so expert they can dub in a laugh or dub out a word, without detection.

EDIT TO SUIT

Lieut. Col. Tom Lewis of the Armed Forces Radio Section, which handles more than a hundred transcribed shows a week, waxes the half-hour show "Command Performance" by transcribing three-quarters of an hour of star entertainment and then dubbing out fifteen minutes of it, using the best of the material like a movie cutter editing a film.

Editing is one advantage; timeliness is another. By planning ahead you can release your program when the star's latest film is being shown and talked about. **Chick** has a baseball drama starring Joe DiMaggio ready to broadcast at the opening of the baseball season—as it began in each locality.

Unfortunately, stars have been lacking in the transcribed programs generally being offered. These have relied chiefly on getting local sales results, and have not been able to offer a sponsor a prestige show that can compete with the big-time evening entertainment programs. When **MacGregor** proved it could be done, a new and more inviting horizon opened. Now there are several shows being waxed with box-office names featured.

A prestige show requires box-office names. These are not readily available in transcription centers other than Hollywood.

There you have the major elements for constructing a program for the Rubber Network:

1. Editing—the method of production, being similar to movie making, permits mistakes to be corrected. The sponsor can hear his finished show and avoid hazards.

2. Timeliness—a Christmas show can be transcribed in July, if that's when your chosen talent is handy.

3. Stars—use of box-office names can put a transcribed show into the big time.

Some of the arguments for the transcription show in relation to the infinitely variable needs of sponsors are well worth considering. Not all products have national distribution, yet the advertiser cannot afford to buy a network that takes him where his product is not on sale.

On the basis of distribution alone, therefore, the transcription salesmen have long had a good argument.

LOCAL OPENINGS

After selecting the market areas, the radio time-buyer knows he must still have the best stations if he wants a rating. Here is a break for the radio department; there always seem to be local openings even on network periods. At least here you have a hope of finding, during the week, a favorable availability.

Favorite time in **Chick's** estimation is the 9:30-10:00 P.M. spot, and if it's Sunday night, so much the better.

Here's his West Coast line-up as shown in the Pacific Network Hooperatings for March, 1944:

SKIPPY HOLLYWOOD THEATER—Spot-Broadcast in Los Angeles over KFI Sunday 9:30-10 P.M.; in San Francisco on Friday 9:30-10 P.M. over KPO; in Portland Tuesday 9:30-10 P.M. over KGW; and in Seattle on Friday 7:30-8 P.M. over KIRO.

Sets in Use	*Program Rating*	*Share of Audience*
26.7	8.1	30.2

This represents only a small share of the **"Hollywood Radio Theater"** outlets, and the program rates well above this average in many localities. In Des Moines, on WHO, the rating is 12.3; in Denver 11.7; in Salt Lake City 13.2, according to the October-February running average. In Los Angeles over KFI it hit 11.9. Compare this rating on a transcribed show with ratings on live broadcasts of comparable star dramas, and there's no cause to give this show a back seat. On the basis of cost-per-thousand listeners, the story is even better, since a transcription program offers a dozen economies.

Competing with daytime serial dramas is "Betty and Bob," a transcribed 15-minute package produced by NBC Radio-Recording Division, with a long record of success. Apparently it would be only a step for NBC Radio-Recordings to expand its many transcribed offerings to include big-name talent shows suitable for competition with evening network shows. At present the Division is showing department stores and local retail advertisers how to put the transcribed program to work to produce sales, and its imposing list of sponsors proves not only the successful application of transcribed radio, but also indicates how the old prejudice against wax is vanishing.

It all makes a pretty good case for the Rubber Network. Add it up yourself:

1. Distribution—no need to waste money covering a basic network market when your goods aren't sold there.

2. Ratings—Hooper recognizes a spot program as having a network of its own. The sponsor can have his ratings as easily as a major network program.

3. Costs—you can compete with the biggest at a cost within reach.

Facilities for producing transcribed shows are at hand in all the metropolitan areas. Agencies can produce their own shows, or buy a show as a package, or prescribe a show to be programmed and sold as a package, or select from many excellent offerings. Technically, the records are impossible to distinguish from live shows.

If this little excursion hasn't brought a solution, at least it may offer a more hopeful note. Until somebody repeals the 24-hour day or find some other means of opening up new times, the radio department will need considerable ingenuity in trying to satisfy those hungry customers.

C. P. MacGregor, 729 S. Western, Hollywood 5, California

Adv.

"Down South It's"
WLAC
NASHVILLE, TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Radio Advertisers

CHICAGO MOTOR CLUB, Chicago, will sponsor 10 outstanding college football games for the third consecutive season, starting Sept. 23, with Jack Brickhouse, sports announcer, on WGN Chicago. Agency Service Corp., Chicago, placed the contract.

REFRIGERATION Corp. of America, New York, has appointed Peck Adv. Agency, New York, to handle its advertising. Radio will probably be used.

ARNOLD CONSTABLE & Co., New York department store, has appointed Chernow Co., New York, to handle advertising. Radio will be used. Appointments also included John Forsythe stores, men's specialty shops in New York, a subsidiary of Arnold Constable & Co. Radio will also be used for the latter account.

CALIFORNIA WINE Co., Lodi, Cal., (Barloma wines), on Sept. 18 started quarter-hour news show, titled *The Last Word*, featuring Capt. Michael Fielding, commentator, thrice weekly on WENR Chicago. The 52-week contract was placed by Irving Myerson Adv., Chicago.

ROSEFIELD PACKING CO., Oakland, Cal., to promote Skippy peanut butter, has signed a 52-week contract, effective Oct. 2, for a total of six participating weekly in *Sunrise Salute* and *Housewives Protective League*, combination programs featuring Galen Drake, on WJZ New York. Agency is Garfield & Guild, San Francisco.

BARNSTEAD Still & Sterilizer Co., Boston, has appointed Copley Adv., Boston, as agency effective Oct. 1.

JUNE DAIRY Products Co., New York, producers, packers and marketers of dairy products, on Sept. 24 began sponsorship of Walter Preston's *Show Shop*, weekly half-hour musical program on WOR New York. Contract is for 52 weeks. Agency is A. W. Lewin Co., New York.

JULIAN DEPREE, former assistant to the president of Axton-Fisher Tobacco Co., now dissolved, has joined General Foods Corp., New York, as assistant sales promotion and advertising manager in the marketing department of Birds-Eye-Snider Inc.

HART SCHAFFNER & MARX, Chicago, will begin sponsorship of a quarter-hour sports commentary period *Football Preview*, co-incident with the Chicago Bears football schedule, Saturday on WIND Chicago. Contract for length of football season, was placed through BBDO, Chicago.

SPARKLETTS Drinking Water Corp., Los Angeles (bottled water), on Sept. 30 starts weekly quarter-hour *Women's Breakfast Club Forum* every other Saturday on KMTR Hollywood. Contract is for 52 weeks. Firm recently started thrice-weekly participation in *Art Baker's Notebook* on KFI Los Angeles, in addition to its schedule on Southern California stations. Agency is Raymond R. Morgan Co., Hollywood.

RAYMOND LABS Inc., St. Paul, Minn. (Bayve Shampoo), in a 13-week California campaign which started Sept. 5, is sponsoring twice-weekly participation in *Art Baker's Notebook* on KFI and *Women's Editor* on KJBS, with thrice-weekly schedule in *Women's Magazine of the Air* on KPO. Firm on Sept. 26 starts participation four times per week in Ruth Wentworth's program on KECA. Agency is Milton Weinberg Adv. Co., Los Angeles.

SQUIRT Co., Beverly Hills, Cal. (carbonated grapefruit juice drink), in a fall campaign starting immediately, and with local bottler tie-up, will utilize a series of transcribed announcements on stations nationally. Placement is through Davis & Beaven Adv., Los Angeles.

B. F. DEWEES Inc., Philadelphia, select women's wear shop, is sponsoring quarter-hour news commentaries of Besse Howard Monday through Friday on WCAU Philadelphia. Newspaper advertising and direct mailing pieces are being used to promote the store's first radio program. Contract for 26 weeks placed through LaBrum & Hanson, Philadelphia.

LEVER BROS., Toronto (Rinso), started *Amos 'n Andy* Sept. 2 on CKEY Toronto and CFCF Montreal. Account was placed by Ruthrauff & Ryan, Toronto.

SALVATION ARMY of Canada, Toronto (financial drive), has started spot announcements on 32 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

WILCO Corp., Los Angeles (Biff, Clearex, Stopspot), in a concentrated four-week campaign started in early September is using daily transcribed announcements on major market stations in California, Washington and Oregon. Agency is Elwood J. Robinson Adv., Los Angeles.

PHILADELPHIA Gas Works Co., Philadelphia, has appointed John Falkner Arndt & Co., Philadelphia, to handle its advertising.

CURTIS PUBLISHING Co., Philadelphia, has appointed the James G. Lamb Co., Philadelphia, to handle advertising of *Country Gentleman*, effective immediately.

STANDARD BRANDS Inc., Chicago, (Stan "B" vitamin tablets) begins sponsorship Oct. 3, of *Service Men's Center*, twice weekly, for 26 weeks on WBBM Chicago. Agency is H. W. Kastor & Sons, Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), on Sept. 10 began sponsoring *Melody Time*, quarter-hour show starring Skip Farrell, heard Sunday on WMAQ Chicago. Contract for 29 weeks was placed through Rogers & Smith Adv., Chicago.

OHIO OIL Co., Findlay, O., has signed for sponsorship of 11 top Notre Dame and Big Ten football games this fall on WOWO Ft. Wayne, Ind. Series will be fed to WIBC Indianapolis.

ANDES CANDIES Shops, Chicago, began sponsorship Sept. 21 of a quarter-hour musical show featuring the Kings Jesters, Thursday, on WBBM Chicago. 52 week contract was placed by George Hartman Co., Chicago.

ATLANTIC & PACIFIC Tea Co. has signed for sponsorship of *Breakfast With Ed & Rainbow*, quarter-hour program on KDKA Pittsburgh. Contract for 26 weeks was placed direct.

BOOK-OF-THE-MONTH Club, New York, Nov. 5 resumes *New Friends of Music* for a series of 16 concerts from Town Hall, New York, Sunday, 5:30-7 p.m. on WQXR New York. Business placed direct.

JOHN STUART SALES Co., Toronto (Smith Brothers cough drops), starts on Oct. 1 a spot announcement campaign on 23 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

J. LYONS & Co., (Canada) Ltd., Toronto (Lyons Tea), has appointed Ferres Adv. Service Toronto. A radio campaign is being planned.

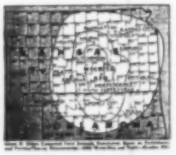
Wichita KFH

The B-29
Boomtown's MR. BIG!

Another FIRST for Booming Wichita . . . one of the greatest industrial achievements in American history—the production of the biggest bomber in the world, in the air six months ahead of schedule.

WICHITA is also first in the U. S. in wage earner employment gains . . . first in the great Southwest in solid sales gains. Kansas, with Wichita its industrial and financial center is going places in a big way . . . already planning for practical peacetime expansion as America's permanent Aviation Center.

Wichita is a Hooperated City
Get the Facts at any Edw. Petry Office



For permanent sales increases, stay on that Selling Station in Kansas' Richest Market—

KFH
WICHITA

CBS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE

"One audition of your library sells a client for us!"

says **WAYNE SANDERS**
Program Director KTUC, Tucson, Arizona

HERE'S more proof that the ASSOCIATED LIBRARY gives you more, *gets* you more. (Even though it costs no more!)

Wayne Sanders of KTUC writes: "Working with ASSOCIATED gives me the feeling that I am producing live-talent shows of a calibre to match anything we receive on the network. The Associated tunes never seem to grow old . . . which is a tribute to your many colorful arrangements and commercial-minded policy of producing music that is really styled for radio.

"We have found that one audition of your library sells a client for us. We have sixteen of your own programs sponsored, plus a number of others we've developed using Associated transcriptions.

"I've been in radio since 1932 – have had ample opportunity to compare library services – and can say without reservation, on all counts: Associated is the finest on the market."

Take a tip from the experience of progressive, successful KTUC. Whether you're a "small-watter" or a "big-watter," ASSOCIATED'S big time radio material can help *you* sell . . . can help your *clients* sell!

Why not get the facts now?

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMOX St. Louis

The Hubinger Co., Keokuk, Ia. (Elastic starch), *sp* weekly, thru Ralph Moore Inc., St. Louis.
Purity Bakeries, Chicago, *t* weekly, thru Sherman & Marquette, Chicago.
Groves Labs., St. Louis, 5 *ne* weekly, thru Russel M. Seeds Co., Chicago.
Beaumont Co., St. Louis (4-way cold tablets), 6 *t* weekly, thru Donahue & Coe, N. Y.
Park & Tilford Co., New York (Tintex), 3 *sp*, *t* weekly, thru Charles M. Storm Co., N. Y.
Omar Mills, Omaha, 3 *t* weekly, thru MacFarland, Aveyard & Co., Chicago.
Flex-O-Glass, Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Pinex Co., Fort Wayne, Ind., 3 *sa* weekly, thru Russel M. Seeds Co., Chicago.
United Wall Paper Factories, Chicago, *sa* weekly, thru MacFarland, Aveyard & Co., Chicago.

WHOP Hopkinsville, Ky.

Nehi Corp., Columbus, Ga. (Royal Crown), 7 *ta* weekly, 52 weeks, direct.
Terre Haute Brewing Co., Terra Haute, Ind., *t* weekly, 52 weeks, thru Pollyea Adv., Terre Haute.
American Cyanamid Corp., New York, 6 *sa* weekly, thru Donahue & Coe, N. Y.
Miles Labs., Elkhart, Ind. (Nervine), 5 *ta* weekly, thru Keystone Adv., N. Y.
DeKalb Agr. Assn., DeKalb, Ill. (hybrid corn), 3 *sp* weekly, 13 weeks, thru Western Adv., Chicago.
Sterling Ins. Co., Chicago, 5 *sp* weekly, 13 weeks, direct.
Swift & Co., Chicago (shortening), 5 *ta* weekly, direct.
Willard Tablet Co., Chicago, 5 *sp* weekly, 13 weeks, First United Advertisers, Chicago.

KPO San Francisco

United Wallpaper Co., Chicago (Trimz), 5 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Simmon Mattress Co., San Francisco (mattresses), 2 *ta* weekly, thru Leon Livingston Adv. Agency, San Francisco.

WOR New York

Sodus Creamery Corp., N. Y. (Creamed Cottage Cheese), 5 *sa* weekly, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Hawaiian Pineapple Co., San Francisco, 5 *sa* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.
Maggi Co., N. Y. (seasoning), 5 *sa* weekly, 52 weeks, thru Needham & Grohmann, N. Y.
R. U. Delapenha & Co., N. Y. (marmalade), 5 *sa* weekly, 13 weeks, thru Gotham Adv. Co., N. Y.
Can Mfgrs. Institute, N. Y., 5 *sa* weekly, 39 weeks, thru Benton & Bowles, N. Y.
Florida Citrus Exchange, Tampa, Fla. (oranges and grapefruit), 5 *sa* weekly, 26 weeks, thru W. W. Garrison & Co., Chicago.
Dugan Bros. of N. J. (whole wheat products), 5 *sa* weekly, 52 weeks, thru Chas. Dallas Reach Co., Newark.
The Wander Co., Chicago (Ovaltine), weekly *ne*, 13 weeks, thru Hill Blackett & Co., Chicago.

KYW Philadelphia

O'Cedar Corp., Chicago (floor wax), 5 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Procter & Gamble, Cincinnati (Drene), *ta* weekly, thru H. W. Kastor, Chicago.
Philadelphia Electric Co., Philadelphia (electric appliances), 3 *sa* weekly, 26 weeks, thru Al Paul Lefton, Philadelphia.
Radnai Cosmetics, Philadelphia (hand cream), 2 *sa* weekly, thru E. L. Brown, Philadelphia.
United Wallpaper Factories, Chicago (Trimz Ready-Pasted Wallpaper) 3 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.

WBBM Chicago

Beaumont Co., St. Louis (four-way cold tablets), 6 *sp* weekly, 26 weeks, thru Donahue & Coe Adv., N. Y.
Borden-Weiland Co., N. Y. (condensed milk), 3 *sp* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Standard Brands, N. Y. (Stan-B), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 2 *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Eight-In-One Cold Tablets, Chicago, 2 *ne* weekly, thru H. W. Kastor & Sons, Chicago.

KECA Los Angeles

Carter Products, N. Y. (Arrid), 2 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Kellogg Co., Battle Creek, 4 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WHO Des Moines

Mesa Co. Peach Marketing Order, Palisade, Colo. (Colorado Peaches), 11 *sa* weekly, thru Conner Adv. Agency, Denver.
American Beauty Macaroni, Kansas City, 2 *sa* weekly, thru R. J. Potts & Co., Kansas City.
Kaiser Corp., Portland, Ore. (labor recruiting), 14 *sa* weekly, direct.
American Dairy Assn., Chicago, *sp* weekly, 13 weeks, thru Campbell-Mithun, Chicago.
Plough Inc., Memphis (St. Joseph, Penetro, Mexsana), 6 *ta* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Procter & Gamble Co., Cincinnati (Teel), 3 *ta* weekly, 26 weeks, thru Biow Co., N. Y.
Procter & Gamble Co., Cincinnati (Duz), 2 *ta* weekly, thru Compton Adv. Co., N. Y.
Park & Tilford, New York (Tintex), 5 *ta* weekly, thru Charles M. Storm Co., N. Y.

WDGY Minneapolis

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *sp* weekly, 26 weeks, thru Rogers & Smith Agency, Chicago.
Mantle Lamp Co., Chicago (Aladin lamps), 4 *t* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Flex-o-Glass Mfg. Co., Chicago (Warp products), 6 *sp* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.
Foley & Co., Chicago (cough syrup), 5 *sp* weekly, 52 weeks, thru Lauesen & Salomon, Chicago.

WHN New York

Marlon Confections Co., New York, 6 *sp* weekly, 52 weeks, thru Accurate Adv. Agency, N. Y.
Wilbert Products Co., New York (floor polish), 5 *ne* weekly, 52 weeks, thru Duane Jones Co., N. Y.
American Jewish Broadcasting Co., New York (Matzos, other Jewish food products), weekly *sp*, 52 weeks, thru A. B. Landau Inc., N. Y.
Sunway Vitamin Co., Chicago (vitamins), 6 *ne* weekly, 52 weeks, thru Sorensen & Co., Chicago.
P. Lorillard & Co., New York (Old Golds), 6 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

KHJ Hollywood

Yami Yogurt Co., Los Angeles (dairy products), 3 *sp* weekly, 52 weeks, thru Erwin Wasey & Co., Los Angeles.

KPAS Pasadena

Consolidated Royal Chemical Corp., Chicago (Peruna, Kolor-Bak), 6 *t* weekly, thru United Adv. Co., Chicago.

60 FM APPLICANTS FILE BEFORE CBC

OVER 60 applications for commercial FM stations have been made to the Canadian Broadcasting Corp., Dr. Augustin Frigon, CBC general manager stated at Ottawa recently in reviewing FM and television development in the Dominion. Licensing of the stations rests with the Canadian government, with the CBC advising.

First FM stations in Canada are to be opened soon by the CBC at Montreal and Toronto, with the Montreal station being located on Mount Royal, and the Toronto station somewhere in the northern part of the city which is higher than any of the tall office buildings in Toronto. A number of special receivers will be distributed by the CBC "among a few persons qualified to pass judgment" Radio and department stores are also expected to put on demonstrations, but FM sets for retail sale are not expected on the market in Canada until sometime in 1945. The sets are expected to be similar to those sold in the U. S.

Only FM broadcast sets till now built in Canada have been a few experimental ones, and some built by the CBC early in the war for emergency use in case of enemy action on wire lines.

Dr. Frigon did not expect that television for public use in Canada would be available for another 15 years.

WFIL Acquires Building Now Housing Its Studios

WFIL Blue Network station in Philadelphia, purchased on Sept. 1 the 18-story Widener Building in the center of the city. The building was sold by Albert M. Greenfield & Co. for the Peter A. B. Widener Estate to the WFIL Broadcasting Co., which now occupies almost the entire 18th floor of the building.

The building was sold previously by the Wideners in 1926 to Joseph Caplan for $8,500,000, at which time a purchase money mortgage of $7,000,000 was retained by the sellers. Subsequently, in 1936, Caplan deeded the property back to the Title Holding Corp., a holding company for the Wideners. The building was originally built in 1913. Occupying a lot 150 x 193 feet, it is assessed at $4,929,100. The purchase price to WFIL was not disclosed.

American Gas Project

AMERICAN GAS ASSN., through its executive board, has approved an expenditure of $1,400,000 a year for three years in research, advertising and general promotion, the fund to be raised among 500 member gas utility companies. Over-all purpose of the drive will be "to get ready for post-war selling of gas utilities", according to a spokesman for the association who said that radio would doubtless be one of the media used. A group of utility members, organized as Regional Adv. Inc., sponsored *Mystery Chef* on about 15 NBC-Red stations some five years ago. McCann-Erickson, New York, handles the association's account.

An Open Letter

TO EVERY TIMEBUYER, AGENCY EXECUTIVE AND ADVERTISER

FROM CUBA'S NETWORK RHC CADENA AZUL

Here are the Facts about Radio and the Cuban Market

CUBA today is a major market with a population of 5,000,000 persons. Cuba is prosperous. National income is higher than ever before. And the time to cultivate the Cuban market is RIGHT NOW.

If you have or are planning distribution in Cuba, you should investigate **RHC** Cadena Azul for advertising your product. **RHC** is affiliated with the Columbia Broadcasting System, and brings to the people of Cuba the same high quality of network programming and operation that CBS does to the people of the U. S.

RHC maintains a large staff of major radio performers — well known Cuban actors and actresses, vocalists, musicians, writers, directors. This array of outstanding talent produce the finest programs in Latin American, and brings to the Cuban listeners their favorite performers in live talent programs.

The result is that **RHC** DOMINATES THE CUBAN MARKET. A recent impartial survey made by a group of nationally known advertisers showed that:

1. ***RHC** during the 12-hour period of 12:30 a.m. to 12:30 p.m. has twice as many listeners as its nearest competitor.*
2. *Some highly rated programs **RHC** have as much as nine times the audience of the nearest competitor.*
3. *The Havana outlet of **RHC** is the station people listen to most in Havana.*

Many advertisers, as a matter of fact, are using **RHC** as a test before expanding into Latin America generally. We have a few selective programs available for sponsorship — programs that are great favorites with the Cuban listener.

For complete information, write, wire or call Humberto D. Gonzalez
220 West 42nd Street, New York 18, N. Y. Wisconsin 7-1166

CUSTOMERS ARE CLOCK WATCHERS

DON'T let your reputation for promptness lie around on the shipping room floor. When a customer marks his order "RUSH"—call for AIR EXPRESS pick-up *and get it on its way as early in the day as possible!* That's the secret of fastest delivery by AIR EXPRESS — a service that moves cargo on swift Airlines schedules around the clock, for war and reconversion jobs.

SPECIFY AIR EXPRESS
A Money-Saving, High-Speed Tool for Every Business

With additional planes and space available for all types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. And shippers nationwide are now saving an average of more than 10% on Air Express charges—as a result of increased efficiency developed to meet wartime demands.

WRITE TODAY for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-10, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Studio Notes

NBC ATHLETIC Assn., headed by Easton C. Woolley, assistant to NBC's vice-president in charge of stations, held its annual outing Sept. 21 at the Crescent Club, Huntington, N. Y.

NEW SCHOOL for Social Research, New York, as part of its "Dramatic Workshop" sessions for the 1944-45 season, offers courses in radio writing, and acting, broadcasting and television production, utilizing facilities of WABD New York, the DuMont station, and New York AM stations for practical experience.

ASSOCIATION of the Junior League of America, New York, has prepared a transcribed series of 13-quarter-hour dramatic adaptations of children's books which will be made available about Oct. 15 to 156 AJLA branches in the United States and Canada, libraries, schools, radio stations, parent-teacher groups and other organizations.

OFFICERS of the 1944 WJR Detroit Bowling League have been elected as follows: Eric Howlett, chief producer and dramatic director, president; Franklin (Bud) Mitchell, director of operations, vice-president; William Siebert, assistant treasurer, treasurer; Charles Park, announcer, secretary. Captains will be: Lou Cervenak, musician; Marc Williams, writer-producer of *Happy Hank;* Norman White and Dave Olson, producers.

KDKA-FM Pittsburgh has inaugurated "live" shows every Monday 7:30-8 p.m. featuring Aneurin Bodycombe and the KDKA staff orchestra and Florence Berg as lyric soprano.

WEBR Buffalo recorded interviews at a large fire last week broadcasting the transcription as part of two successive newscasts the same day.

WEVD New York this week starts the 13th cycle of the *WEVD University of the Air.* Scheduled on a weekly basis in evening hours are: *New York University Forum, Authors' Round Table* and *Beyond Victory,* latter transcribed series produced by World Wide Broadcasting Foundation. Other programs include *Freedom Forum* and *Postwar America.* Station also continues *War and Postwar Problems* and monthly forums.

LYN MURRAY and Jeff Alexander, conductors, composers and arrangers, in conjunction with Eugene Loewenthal, business manager and artistic assistant, have formed Murray-Alexander Associates at 20 East 53d St., New York. Firm provides orchestras, choral groups and arrangements.

Lincoln, Loveton Join Lennen & Mitchell Radio

JOSEPH LINCOLN, radio time-buyer of Donahue & Coe, New York, for the past year, around Oct. 2 becomes business manager of the radio department of Lennen & Mitchell Inc., New York. Creation of the new post follows by a few weeks the announcement that the agency was slated for expanded radio activities, with acquisition of Old Gold account, entailing two network programs and some spot radio. [BROADCASTING, Sept. 18.] Before joining D & C Mr. Lincoln was in charge of the timebuying department of Erwin, Wasey & Co., New York. Richard Nicholls continues at D & C as radio director.

To direct Andrew Jergens Co. *Mr. & Mrs. North* on NBC L & M has added John W. Loveton, to be assisted by Vee Harder, who also does commercials on Jergens' Walter Winchell show on the Blue. Mr. Loveton has been with Geyer, Cornell & Newell, New York, since Jan. 1944 as co-director of radio.

SYMPTOMS of "Movie Premieritis", under the influence of which people may do that which they are unaccustomed, were apparent on the occasion of the first Pittsburgh showing of "Wilson" as Arthur Simon (rear right), general manager of WPEN, urges Dr. Leon Levy (front right) of WCAU into "saying a word to the radio audience" over a WPEN mike. Dr. Levy's brother, Isaac (rear left), studies technique of Don Frank, WPEN announcer, as he describes movie premiere proceedings.

CBS 'School of the Air' Enters 15th Year Oct. 9

STARTING its 15th season Oct. 9, the CBS *American School of the Air* will be heard Monday through Friday, 9:15-9:45 a.m. Monday and Friday broadcasts of the series of 145 programs will be devoted to science and current events respectively, Robert L. Shayon directing, while Oliver Daniel will conduct *Gateways to Music* on Tuesdays. The Wednesday and Thursday sessions will be on geography and literature, under the direction of Richard Sanvile, and Roy Chapman Andrews, explorer, as narrator on the geography broadcast.

Six programs will be written, directed and produced in Canada, the remainder originating in New York. CBS states the program is taken by 177,000 U. S. and Canadian classrooms and is shortwaved to Latin America and overseas. Lyman Bryson, CBS director of education, maintains overall supervision, with Leon Levine broadcast director.

Croxton Succeeds Hough

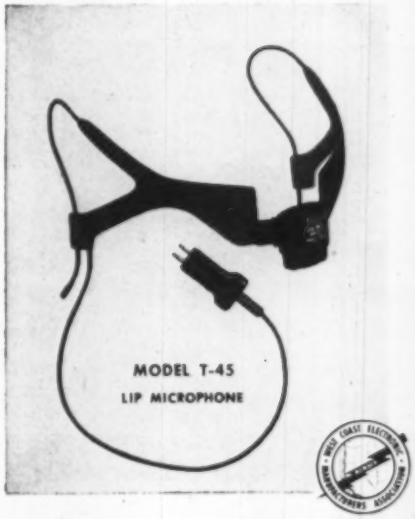
APPOINTMENT of Hardy W. Croxton of Monticello, Ark., as assistant superintendent of the Senate Radio Gallery, succeeding Bobby Hough who entered the Navy, was announced last week by D. Harold McGrath, superintendent. A graduate of the U. of Richmond (Va.), Mr. Croxton attended U. of Arkansas Law School for a year. He has enrolled in the George Washington U. night law school to continue his studies while working in Washington.

Union Pacific to MBS

UNION PACIFIC Co., Omaha, shifts *Your America* to 115 Mutual stations Sunday 4-4:30 p.m. (EWT) on Oct. 15. W. M. Jeffers, president, said the series, now on NBC, Saturday 5-5:30 p.m., is especially suited to Sunday afternoon entertainment and that thousands of Union Pacific employes had not been able to listen to the Saturday show. NBC could not offer a suitable spot. Agency is Caples Co., Chicago.

History of Communications. Number Nine of a Series

MILITARY COMMUNICATIONS BY TELEPHONE



During the Spanish-American War the telephone as a means of electronic voice communication met with favor and played a vital part in military action for the first time. Replacing men and horses, a telephone message could cross and recross enemy territory by wire without delay and cost of life.

Today, telephones in the office and home life of the average American have been an instrumental force in our higher standard of living.

Universal, manufacturing microphones and other voice communication components for the allied forces, will again after Victory is ours, stock dealers' shelves with the Universal components you have been waiting for. Until then – *Buy War Bonds.*

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST. TORONTO 1, ONTARIO, CANADA

HOOKIN' ANY BUSINESS IN FISH TRAP (Ky.)?

Don't expect many nibbles in Fish Trap, stranger, you'll just be wastin' your bait! The big run in Kentucky is the Louisville Trading Area—and that's where you'll find the real sport. The section covered by WAVE is a market with 17.1% more retail sales than all the rest of the State combined. A good cast here and you've really *got* something! How about throwing some plugs over thisaway?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC. National Representatives

18

ASHEVILLE ranks 6th in population in North Carolina . . . but it climbs to 2nd place in food sales . . . ranks with the leaders in drug sales, too . . . and one of its principal advertising forces . . . a force which covers 17 counties as well as Asheville, is

WWNC 570 KC

Serving Western North Carolina from ASHEVILLE

CBS

DON S. ELIAS, Executive Director

Represented by The KATZ AGENCY.

RTPB for Canada Planned at Ottawa

Inaugural Meeting Attended By 14 Organizations

A CANADIAN RTPB is being planned, similar to that in operation in the United States, it has been announced. Inaugural meeting for the establishment of the Board was held at Ottawa Sept. 11, with representatives of 14 organizations and the Canadian armed forces attending. Meeting was called as a result of representations made by R. M. Brophy, president of the Radio Manufacturers Assn. of Canada, and was convened by Walter A. Rush, controller of radio, Department of Transport.

Organizations present signified their agreement that there was a need for such a planning board, which would formulate plans for the technical future of the radio industry and services, including frequency allocations and systems standardizations in accordance with public interest and the technical facts. The Board would also advise the Government, industry and the public of its recommendations.

Like U. S. RTPB

Walter Rush, after calling the meeting together, explained that the Department of Transport would not participate directly in the activities of the Board, but will render assistance wherever it can and will give careful consideration to the Board's recommendations and data. He then turned the meeting over to R. M. Brophy, who was appointed chairman, and explained the purposes of the setting up of such a board to the association representatives. No officers were elected and no chairmen of panels were appointed. A second meeting is to be held about mid-October when the Board will be formally established, officers elected and panels formed, along lines similar to the American RTPB. Canadian applications of the RTPB findings will be discussed at these panel meetings.

Those attending were: W. A. Rush and G. C. W. Browne, radio branch, Department of Transport; Dr. A. Frigon, general manager, and Donald Manson, assistant general manager of the Canadian Broadcasting Corp.; Glen Bannerman, Toronto, president of the CAB; Dr. F. S. Howes, McGill U., Montreal, and Ernie Swan, chief engineer of CKEY Toronto, as representatives of the Canadian section of the Institute of Radio Engineers; Alec Reid, Montreal, Canadian representative of the American Radio Relay League; R. M. Brophy, Canadian Marconi Co., and CFCF Montreal, president of the RMA, along with RMA representatives R. A. Hackbush, Stromberg-Carlson of Canada, Toronto, Alan Oxley, RCA Victor of Canada, Montreal, and W. W. Richardson, RMA secretary; J. W. Bell, National Research Council of Canada, Ottawa; Capt. S. A. Worth, Royal Canadian Navy; Col. W. Laurie, Canadian Army; Group Captain C. J. Campbell, Royal Canadian Air Force; and representatives of the Engineering Institute of Canada, Canadian Electrical Association, Canadian Standards Association, Air Industries and Transport Association of Canada, Canadian Electrical Manufacturers Association, Telephone Association of Canada, Railway Association of Canada, and Canadian Medical Association. Invited but not attending were representatives of the Canadian section of the American Institute of Electrical Engineers and the Society of Automotive Engineers.

SOLID SATISFACTION is expressed by smiles of this agency-sponsor gathering following initial broadcast of CBS *This Is My Best* on Sept. 5. Cresta Blanca Wine Co. sponsors half-hour dramatic series. Post-broadcast discussers (l to r) are standing: W. B. Geissinger, BBDO vice-president in charge of Los Angeles office; Sander Heyman, wine firm advertising and sales promotion director; Dave Titus, agency producer; Arthur Pryor, agency vice-president in charge of radio; seated: Homer Fickett and Wayne Tiss, agency executive producer and associate director of radio, respectively; and Sherman Gregory, radio director of Schenley.

GM Opens Oct. 22

GENERAL MOTORS Corp., New York, on Oct. 22 enters the winter season broadcasts of the *NBC Symphony Orchestra* on NBC Sunday 5-6 p.m., with a "Beethoven Festival" extending over a period of nine weeks, under the direction of Arturo Toscanini. Mr. Toscanini will alternate at varying intervals as conductor of subsequent broadcasts with Eugene Ormandy, of the Philadelphia Orchestra, and Malcolm Sargent, London Philharmonic. Agency is Campbell-Ewald Co., Detroit.

COAST NEWS STAFF EXPANDED BY NBC

TO MEET stepped up tempo of the Pacific war, the NBC San Francisco news staff has been virtually doubled and is on a 24-hour basis monitoring United Nations and Tokyo broadcasts, recording all shortwave programs.

Additional equipment has been set up. A teletype news service will feed the network as well as local newspapers and press services. Staff of news editors and recording engineers will reportedly be doubled. Elmer Peterson, NBC foreign correspondent, has been transferred to San Francisco, and is to be paired off with Larry Smith, network's far eastern news expert.

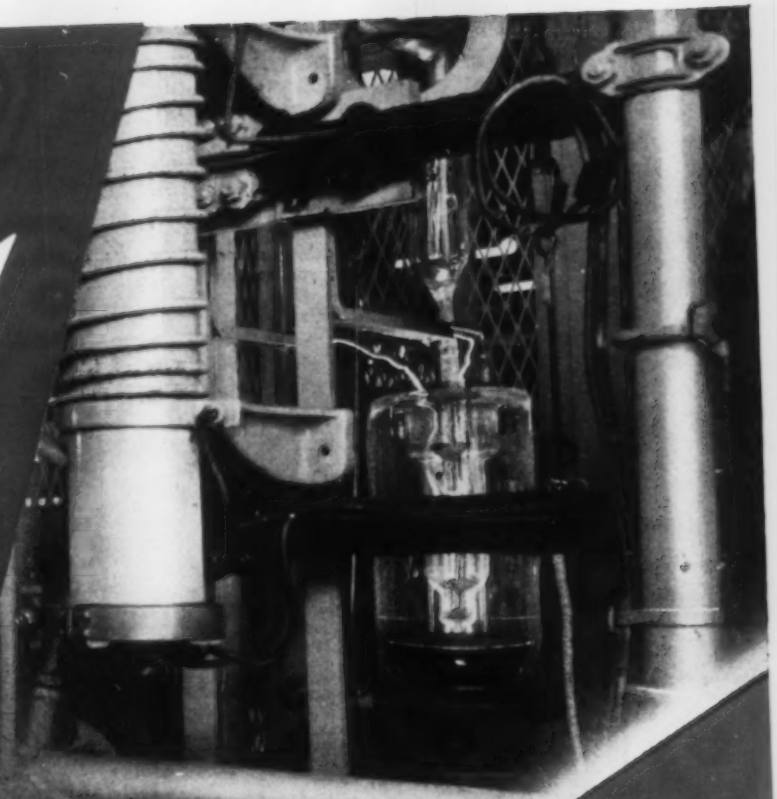
Plan was set up by John Elwood, KPO general manager, and George Greaves, chief engineer. Owen (Pat) Flaherty has gone to assist George Folster in the Southwest Pacific; Robert McCormick to aid Jim Wahl at Honlulu and Jim Cooper to cover the front lines on a roving assignment. Francis McCall, NBC manager of operations in news and special events, currently is in Honolulu.

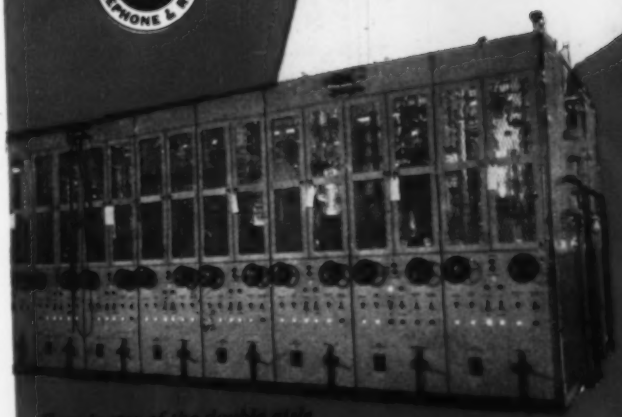
LAFAYETTE RADIO Corp., Chicago and Atlanta, producer of radio and electronics equipment, has changed its name to the Concord Radio Corp. The only change is in the name, it was announced; the personnel remains the same.

Federal Tubes...

comes CLOSER to the

PERFECT VACUUM





Here is one of the double-aisle exhaust banks where 16 high power tubes can be exhausted at one time, each with individual control.

Always in the forefront of tube research and development, Federal makes another advance and now has added exhaust units of entirely new and original design to its production equipment.

This latest Federal achievement produces a tube that is substantially closer to the perfect vacuum—a tube with greater efficiency and longer life.

Arranged in banks of eight and operated with identical control equipment, these units exhaust uniformly every size of Federal tube—assuring a consistent and high standard of quality.

For any communication and industrial power tube need, turn to Federal now—test its reputation that "Federal always has made better tubes."

Federal Telephone and Radio Corporation

Newark 1, N. J.

AN IT&T ASSOCIATE

U. S. Weather Bureau Praises Radio For Service During Coast Hurricane

REPORTS on radio's public service during the recent hurricane continued to pour in as BROADCASTING went to press last week. A statement praising radio and the press for keeping the public informed of the hurricane's approach was issued by the New York office of the U. S. Weather Bureau through Walter J. Noxon, regional director, and Dr. Benjamin Parry, chief meteorologist.

When the storm struck Atlantic City, Doug Arthur, program director of WIBG Philadelphia, went directly to the Steel Pier there and aired descriptions of the catastrophe direct from the scene. Graphic reports of the disaster were gathered by Mr. Arthur from the damaged boardwalk and from the flooded streets of the city. Bill Markward, *Philadelphia Daily News* reporter, described the destruction as seen in daylight.

In New Jersey, Eugene Vreeland, a Towaco farmer, bought spot announcements on WPAT Paterson to save loss of 13,000 bushels of peaches, blown to the ground by the storm. Beginning at 7:55 a.m. and continuing through the day, WPAT carried five announcements offering a bushel of peaches for a dollar to those who would come out to the orchard and pick them off the ground. Farmer Vreeland unloaded 10,000 bushels in response to the announcements.

In Hartford, WTIC canceled its regular 5:15 p.m. show to give an outline of precautions the public should take before and during the height of the storm.

Governor Makes Appeal

WBZ Boston supplied full storm coverage until 11-12 p.m. when power lines supplying the WBZ transmitter at Hull, Mass. failed, but WBZA Springfield remained on the air until 2 a.m. with hourly bulletins on the storm.

Personal appeals were made by Governor Saltonstall of Massachusetts and Mayor Tobin of Boston who broadcast warnings over WNAC Boston appealing to residents to keep off the streets. The Yankee Network News Service in Boston remained on the air until 3 a.m., Sept. 15, breaking in on all programs with storm warnings, late flashes and emergency bulletins. Robert J. Myers, editor-in-chief of the Yankee News Service, attributed the negligible loss of life to radio warnings from WNAC and the Yankee Network. The entire Yankee staff was on hand to receive the thousands of phone calls and requests for urgent announcements, such as cancellation of legion meetings, theatre performances, changes in railroad schedules, and cancellation of night shifts in war plants.

Don Goddard, who covered Long Island for WEAF New York, was offered the only vacant bed in Riverhead, L. I.—in a jail cell. He refused this hospitality. At NBC New York headquarters, Don Pardo, announcer, used equipment set up on the 67th floor of the RCA Bldg. to air a description of the storm at its climax over New York.

Broadcasts From Pier

WFPG Atlantic City went off the air at 5:27 due to power failure, but three minutes later Chief Engineer Blair K. Thron and technician Bud Brandow had emergency equipment working. Broadcasts over the Blue Network were given directly from the famous Steel Pier by Edgar A. Sweet, WFPG program director, with Ray Starr, announcer, giving first hand reports of scenes along the boardwalk while Announcers Bill Reynolds and Earl Martin stayed by the telephones, operated under emergency conditions, to receive information from newspapers, City Hall, U. S. Coast Guard, and hospitals.

In Worcester, Mass., the entire WTAG staff was mobilized to keep the station on the air until 3 a.m. with weather reports and special bulletins.

WHYN Holyoke, Mass. remained on the air until 2 a.m., two hours past signoff time. Special broadcasts were aimed at various swing shifts which would have to travel from a distance to reach war plants. Superintendents called to ask for bulletins requesting shifts not to report. Announcements were also aired by WHYN in behalf of the USO, Salvation Army and other agencies maintaining shelters for stranded pedestrians. WHYN lost the roof from a workshop shed in the rear of the main building, as well as some shrubbery which was uprooted by the storm.

WNBH New Bedford and WCOB West Yarmouth were in the hurricane's path and lost their 385-ft. radiator antenna, according to Hugh R. Norman, manager of both stations. The WNBH tower twisted off at 10:50 the night of the storm, but emergency equipment was put into operation immediately.

Towers for WPRO

WPRO Providence lost both its 400 ft. towers as a result of the hurricane, according to WPB, which immediately granted authorization for purchase of new ones. Loss of the two towers marked the second time within the past few years that such a calamity has hit WPRO. Station received permission from the FCC to operate with a special antenna attached to the 50-foot stump of one of the damaged towers, using the reduced power of 5 kw day and 1 kw night, for a period of 30 days. Normally station operates 5 kw unlimited.

IF YOU SELL

OIL

(OR BEER OR BRUSHES)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how much gasoline and grease that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual

LOUISVILLE'S TRADING AREA

= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

"COME OVER TO OUR PATIO, SEÑOR!"

Of course you'll find Tamales and Tortillas in Mexico! Also the gayest of fiestas and lovely senoritas.

You will also find that Mexico is one of the world's most versatile nations... amazingly cosmopolitan... definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born . . . that Mexico's minerals present an international passport to importance . . . that Mexico's industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Senor. Here's a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there's more than Tamales and Tortillas in Mexico . . . there's business and plenty of it. Write for details!

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F.—EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V.-Pres., Gen. Mgr.

RPM — RADIO PROGRAMAS DE MEXICO

WIBX

Utica, N. Y.

Wildroot Hair Tonic

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

FCC to Hear

(*Continued from page 13*)

sion may permit the organization's representative to conduct the cross-examination.

What promises to become a lengthy discussion topic is that pertaining to noncommercial educational stations, which will be led by Dr. John W. Studebaker, U. S. Commissioner of Education. More educational organizations have filed for appearances on that topic than have filed for any one other topic.

In addition to discussing radio's overall part in education, the educators plan to seek additional space in the very-high frequency spectrum for FM stations and networks. Testimony will be presented to prove that educational work, both in schools and homes, cannot expand without additional frequencies for noncommercial educational stations.

Another topic which promises to elicit much interest is that of relay systems. Raytheon Manufacturing Co., which will be represented by Joseph Pierson, formerly of Press Wireless; James B. Ferguson, Percy L. Spencer and John C. Trump, will discuss a public transcontinental and intercontinental service based on micro-wave for air safety plane location, television program relay, broadcast program relay, facsimile and photo relay and local broadcasting, telephone, printer and high-speed telegraph.

These services would include, according to the Raytheon filing, "point-to-point and, in the case of facsimile, local broadcast within the immediate orbit of powered or booster relay stations for popular or subscriber reception". Western Union filed to discuss a proposed high-frequency relay system. Representing WU will be F. B. Bramhall, transmission research engineer; W. B. Sullinger, assistant, and J. B. Coleman, chief engineer.

In preparation for the FCC hearings, Committee 2 (technical) of the State Dept. Committee on the World Telecommunications Conference, met last Wednesday and Thursday in Washington to discuss the overall spectrum. A rough draft of findings and recommendations was submitted to the more than 50 members by Dr. J. H. Dellinger, chairman, who also is chief of the Radio Section, Bureau of Standards.

Craven a Witness

"We expect that the work of the RTPB and the results of the hearings of the FCC to be of distinct value to the State Department", Dr. Dellinger asserted as he opened the meeting in the New House Office building chambers of the Interstate & Foreign Commerce Committee.

One of the most active witnesses at the FCC hearings will be Lt. Comdr. T. A. M. Craven, who retired from the FCC last July 1 to become vice-president of the Iowa Broadcasting Co. in charge of technical developments. Comdr. Craven, recognized as one of the outstanding engineers in the country, will discuss FM and television.

George Henry Payne, another former Commissioner, will appear for Finch Telecommunications on facsimile. Rear Adm. Stanford C. Hooper, USN (Ret.), former chief of Naval Communications and another outstanding engineer, will testify for a group of telephone companies, including Southern Continental, Wabash, Tri-County Union, and Texas.

FCC preparations for the hearings have been under the supervision of Harry M. Plotkin, assistant general counsel and chief of the Law Dept. Litigation Division.

Cross-Examination

TEXT of FCC Public Notice on cross-examination during allocations hearings, beginning Sept. 28, follows:

The Commission has received numerous inquiries concerning the procedure to be followed at the hearing in connection with cross-examination of witnesses. The Commission is desirous of being as liberal as possible in permitting cross-examination of witnesses by interested parties. On the other hand, it must be realized that because of the large number of persons participating in the hearing it will be impossible to permit unrestricted cross-examnation if the hearings are to proceed expeditiously. The following system has therefore been devised with respect to cross-examination.

Forms have been prepared which will be available in the hearing room. Copies of these forms are attached to this public notice. One side of the form may be used by those persons who desire to ask only one or a few questions of a particular witness. In such a case the person should fill in the form giving the name of the witness and the question he desires Commission counsel to put to the witness. If the question is appropriate and the subject matter has not been or will not be covered by other cross-examination, Commission counsel will ask the question.

Persons who desire more extensive cross-examination should fill out the other side of the form. They should state the name of the witness they desire to cross-examine, the subject matter the cross-examination will cover, and the name of the person who will do the cross-examining and the name of the organization he represents. This form should be handed to Commission counsel who will pass it on to the Commission which will decide on the basis of each case whether to permit or not to permit cross-examination.

All persons are urged to keep their requests for cross-examination down to a minimum. This is the only way in which the hearing can be handled expeditiously.

NO GAMBLING IN ROANOKE!

When you buy WDBJ and the Southwest Virginia market, you don't gamble on losing a third or half of your audience to one or more other stations.

WDBJ is the *only* station that covers all Southwest Virginia and WDBJ therefore offers you more actual *listening homes* than many a 50,000-watter in more competitive situations.

And our rates are based on what you really get—NOT based on a "potential" audience several times larger! For all the facts, ask Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

SERVICE
on all
RECORDING
PROBLEMS
local or national

COMPLETE FACILITIES FOR . . .
• Spot Announcements
• Remote Pick-ups
• Full Air Check Service

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

TESTING TOMORROW'S RADIO TUBES

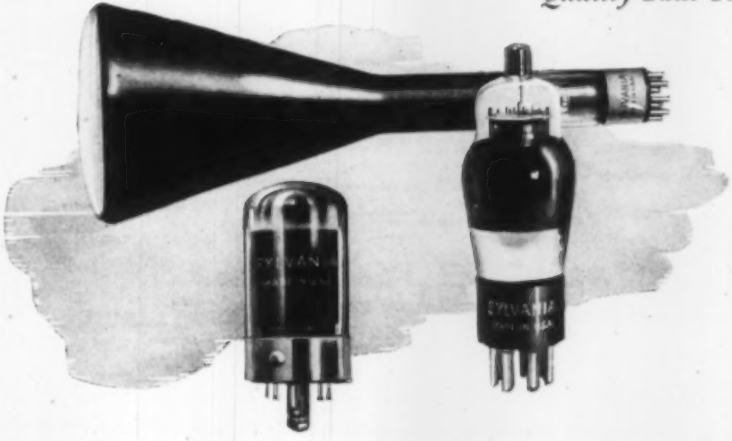
• Early in the war, Sylvania engineers stepped up experiment to perfect more rugged and more sensitive radio tubes for vital military communications.

Engineers added to a great array of precision checking instruments. They designed and built special new instruments to detect variations in radio tube characteristics never charted before.

This intensive research program has developed improved radio tubes. Many are now military secrets. But they promise to make postwar radio reception a revelation of clarity and fidelity.

After the war, as in the past, it will pay you to sell Sylvania.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

THIS little PIG went to market

No need for this fabulous story here and now...

Increase your Washington budget and the market will come to you.

Millions of Dollars in Washington waiting to be spent.

Just tell the large, loyal WINX audience the whys and wherefores... they'll buy.

The Best Test Market at MINIMUM COST

WINX

WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

Network Accounts

All time Eastern Wartime unless indicated

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), sponsor of *Blondie* on 140 CBS stations, Sun. 8-8:30 p.m., on Sept. 17 started repeat on 9 Pacific Coast stations, 11:30-12 Midnight. Agency: William Esty & Co., N. Y.

BRISTOL-MYERS Co., New York (Minit-Rub and Sal Hepatica), on Oct. 3 starts *The Alan Young Show*, Tues. 8:30-9 p.m. on 150 Blue stations and at same time renews time period for 52 weeks. Agency: Young & Rubicam, N. Y.

DOMINION OF CANADA, National War Finance Committee, Ottawa (7th Victory Loan), on Oct. 8 starts series of half-hour and hour programs for one month on 73 Canadian English-language stations. Agency: National Radio Committee, Toronto.

McCOLL-FRONTENAC Oil Co., Montreal, on Oct. 1 starts *Texaco Star Theatre* with James Melton on 33 CBC Dominion network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv., Montreal.

HALL Bros., Kansas City (greeting cards), on Oct. 15 for 52 weeks starts undetermined program on the Blue Network, Sun. 3-3:30 p.m. having discontinued Oct. 6 *Meet Your Navy* on 162 Blue stations Fri. 8:30-9 p.m. Agency: Foote, Cone & Belding, Chicago.

ACME White Lead & Color Works, Detroit, on Oct. 1 starts *The Shadow* on over 35 Mutual stations, Sun.5:30-6 p.m. and *The Return of Nick Carter* on about 11 stations, Sun. 3:30-4 p.m. Agency: Henri, Hurst & McDonald, Chicago.

WALTHAM Watch Co., Waltham, Mass. (institutional), on Oct. 11 for 52 weeks starts Sumner Welles in program tentatively titled *Time for Decision* on undetermined number of MBS stations, Wed. 10-10:15 p.m. Agency: H. B. Humphrey Co., Boston, N. Y.

REICHHOLD CHEMICALS Inc., Detroit, on Oct. 21 starts *Detroit Symphony Orchestra* on 61 MBS stations, Sat. 8:30-9 p.m. Agency: Grant Adv., N. Y.

KFSD

600 KC

1000 WATTS

NBC

SAN DIEGO'S BASIC NBC STATION OCT. 1st

Complete primary coverage for over 500,000 people who live in the . . .

SAN DIEGO AREA

You must use KFSD to get complete coverage of the San Diego area

Represented Nationally by PAUL H. RAYMER CO.

New York • Chicago • Detroit
San Francisco • Los Angeles

Renewal Accounts

THE TEXAS Co., New York (Texas products), on Oct. 1 renews *Texaco Star Theatre* on 122 CBS stations, 25 CBC stations, Sun. 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream), on Sept. 30 renews *Inner Sanctum* on 123 CBS stations, Sat. 8:30-8:55 p.m. (Repeat 11:30-11:55 p.m.). Agency: Ted Bates Inc., N. Y.

E. R. SQUIBB & Sons, New York (Squibb products), on Sept. 25 renews *To Your Good Health* on 129 CBS stations, Mon., Wed., Fri, 6:15-6:30 p.m. Agency: BBDO, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts Flakes, Wheatmeal), on Oct. 2 renews Mon. thru Fri. 2-2:15 a.m. on 122 CBS stations and at the same time starts *Joyce Jordan, M.D.*, which started from 122 CBS stations, Mon. thru Fri. 2:15-2:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., N. Y. (Postum, LaFrance, Satina, Post's Raisin Bran), on Oct. 2 renews Mon. thru Fri. 2:15-2:30 p.m. on 122 CBS stations, at the same time starting *Two on a Clue*. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camels & Prince Albert tobacco), on Oct. 2 renews *Thanks to the Yanks* on 132 CBS stations Mon. 7:30-8 p.m. (repeat 11-11:30 p.m.). Agency: William Esty & Co.

SOCONY-VACUUM Oil Co., New York (petroleum products), on Oct. 2 for 52 weeks renews Raymond Gram Swing, commentator, on 139 Bue network stations, Mon. thru Thurs. 10-10:15 p.m. Agency: Compton Adv., N. Y.

RAYTHEON Mfg. Co., Newton, Mass. (radio tubes, equipment), on Oct. 14 for 52 weeks *Meet Your Navy* on about 190 Blue stations, Sat. 7:30-8 p.m. (delayed broadcast 12 Midnight-12:30 a.m. to Mountain, Pacific Coast regions). Agency: Burton Browne Adv., Chicago.

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes), on Oct. 5 renews *Light Up and Listen* on 26 CBC Dominion network stations, Thurs. 10-10:30 p.m. Agency: Whitehall Broadcasting Co., Montreal.

GROVE Labs Inc., St. Louis (Grove's Cold Tablets, Vitamins), on Oct. 2 for 52 weeks *Reveille Roundup* on 86 NBC stations, Mon. Wed. Fri. 7:45-8 p.m. Agency: Russel M. Seeds Co., Chicago.

Network Changes

HUNT BROS. PACKING Co., Los Angeles (canned food products), on Sept. 18 expanded Boake Carter on 38 Don Lee Pacific stations, Mon. Wed. Fri. 9-9:15 a.m. (PWT), adding Tues. Thurs 9-9:15 a.m. (PWT). Agency: Garfield & Guild Adv., Los Angeles.

BRISTOL-MYERS Co., New York, on Sept. 15 resumed *Duffy's Tavern*, shifting program from 147 Blue stations, Tues. 8:30-9 p.m. to 129 NBC stations, Fri. 8:30-9 p.m. *Time to Smile* with Eddie Cantor, resumes Sept. 27 on 127 NBC stations, Wed., 9-9:30 p.m. replacing the *Alan Young Show*.

GENERAL FOODS Corp., New York, on Sept. 28 resumes *Night Editor* on six Pacific coast NBC stations, Thurs. 8:15-8:30 p.m., shifting promotion from Post Toasties to Swans Down flour. Agency: Young & Rubicam, N. Y.

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

Radio Aid Lauded By War Shipping

Broadcast Promotion Steps-Up Seamen Recruitment

RADIO is credited with manning "at least 125 Liberty ships—" by the War Shipping Adm. in a letter expressing thanks for aid in recruiting merchant seamen. A total of 10,417 telegrams and letters received at WSA's Washington office were the direct result of three-way radio campaign July 16-Sept. 9, the letter states in part.

Radio drive consisted of eight weekly Sunday evening dramatized programs *Men at Sea* on NBC, eight weekly Saturday evening variety programs *It's Maritime* on CBS and three weeks of announcements on OWI allocation plan. More than 50% of the responses came from qualified applicants, enough to man 125 ships, it was explained. Letter adds that undoubtedly hundreds of others reported to port offices and unions since local recruiting stepped up during the broadcasts.

Caldwell Drive

DR. W. B. CALDWELL, division of Sterling Drug Inc., Monticello, Ill., starting Sept. 25, will resume sponsorship of one-minute announcements on part of the Keystone Broadcasting System and 170 stations. Company will also participate in the WHO Des Moines *Barn Dance*, beginning Sept. 30. Agency is Sherman & Marquette, Chicago.

Paramount Spots

PARAMOUNT Pictures, New York, in connection with the New York premiere Sept. 20 of "Frenchman's Creek", started a series of participations of local programs and transcribed chain-break and one-minute spot announcements on WEAF WJZ WOR WABC WNEW WMCA WHN WQXR New York. Promotion of film started Sept. 11 and continues through Oct. 7. Agency is Buchanan & Co., N. Y.

EIGHT-IN-ONE COLD TABLETS, Chicago, sponsors, as of Oct. 2, the *Richard Harkness Newsshow*, 5 times weekly, for 52 weeks on WCFL Chicago. Contract placed through H. W. Kastor & Sons, Chicago.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

in the CONTROL ROOM

DAVID S. COOK, editor of the Stromberg-Carlson Co. house organ, *Speaker*, has been appointed sales promotion manager of the company. He will be in charge of company's sales training program and will direct Stromberg-Carlson publications activities.

DAVID B. PECKHAM, former comptroller of sales of Western Electric Co., has been appointed comptroller of manufacture, filling vacancy caused by the death of John M. Stahr. Clifford W. Smith, former assistant comptroller of sales, moves up to succeed Mr. Peckham.

GERTRUDE R. SIMONETTI has been added to the operating staff of WSNY Schenectady.

FRED MOORE has rejoined the engineering staff of WFIL Philadelphia.

HIRSCHEL FRICKEY, new to radio, has joined the transmitter staff of KFAR Fairbanks, Alaska.

CHARLES KOCHER, former FCC inspector in Cleveland, is now chief engineer at WXYZ Detroit and will be responsible for the engineering duties of the Michigan Network.

PERRY AIKEN will assist in the control room of WBIG Greensboro, N. C., while attending Guilford College this fall.

JARVIS MFG. Co., Glendale, Cal. (aircraft, agricultural equipment), has appointed Pacific Adv. Service, Los Angeles, to handle its advertising.

Ringing Doorbells

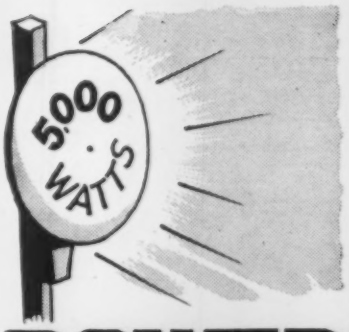
There are 5,777,051 people in WOAI's primary area . . . and in this same area there are 958,390 radio homes. In these homes—among these millions of Texans—WOAI is preferred by more listeners than any other station in this big and prosperous market.

Because it rings so many doorbells and is welcomed in so many homes, WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS - - - - - - - - - - CLEAR CHANNEL
NBC AFFILIATE - - - - - - - - - - MEMBER TQN

WOAI
San Antonio
Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest



POWER

That Will Ring The Bell In 100,000 More Radio Homes

CJBC, Toronto's Key Station of the Dominion Network, has increased its power from 1,000 to 5,000 watts. This will give your program a greater market of an additional 100,000 Toronto and area radio homes, and a signal within Toronto equivalent to 10 kws due to the concentrated effect of CJBC's directional array.

CBC RADIO CANADA

Consult CJBC Commercial Department
55 York Street
Toronto, Canada

Toronto Affiliate of the Blue Network

CJBC

Key Station of the Dominion Network
TORONTO

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

R. F. Voynow

RICHARD F. VOYNOW, 44, West Coast director of Decca Records and veteran radio and recording executive, died Sept. 16 in a Hollywood hospital following a long illness.

M. Voynow

For many years he was with the old Brunswick-Balke - Collender Co., which later became Brunswick Records, and now Decca. In 1935 he was appointed production manager of WLW-WSAI Cincinnati, and in the summer of 1936 he resigned to become sales and production manager of WEAN Providence, R. I., and WICC Bridgeport, Conn., owned by John Shepard 3d.

Mr. Voynow left the Shepard stations early in 1940 to take a post with the CBS program service department. A year later he joined Ward-Wheelock and after a short time with that agency, returned to the West Coast to head Decca Records.

Although he had been ill for some time, Mr. Voynow was released from the hospital, but suffered a relapse a fortnight ago and returned for treatment. He is survived by two brothers, Lt. Col. Edward Voynow, now on duty with the War Dept. in Washington and just back from the Far East; Ben Voynow, New York, and a sister, Mrs. Mildred Freeman, Hollywood.

Shaken in Wreck

THREE radio men aboard the Dewey special train wrecked last Monday in Oregon were shaken up, according to Kenneth Banghart, of WRC Washington, who is taking the trip for NBC. With him for NBC was Keith Williams, engineer. Don Pryor, of CBS Washington, was with the special. Bob Evans, of CBS, left the train at Seattle. NBC's equipment was damaged but quickly repaired. CBS had no equipment on the train. Henry J. Turnbull, radio director of the Republican National Committee, received a black eye.

Ideas Exchange Urged

URGING interchange of ideas through international shortwave after the war as a means of preserving peace, Commissioner Clifford J. Durr of the FCC addressed the Christ Church Forum in New York last Wednesday on "Building for a Better World". Mr. Durr said: "Ideas which lead to war must not be permitted to grow and the only effective weapons against such ideas are contrary ideas, and information. Here our modern methods of communication can and must play their essential role." He visioned conversion of military surplus communications equipment to civilian use after the war to expand all phases of communications, including telephone, telegraph and radio.

'Vic & Sade' Replaced

PROCTER & GAMBLE Co., Cincinnati, sponsor of *Vic and Sade* on NBC and previously on CBS for a number of years, on Oct. 2 replaces the program with *Rosemary*, another daytime serial, written by Elaine Carrington, author of P & G's *Pepper Young Family* and *When a Girl Marries* on NBC. New show centers around the story of a secretary and her boss who move from a small town to a government job in New York where the young lady finds romance. Series will be heard Monday through Friday 11:15-11:30 a.m. on 55 stations for White Laundry soap (Benton & Bowles), on 23 stations for Ivory Flakes (Compton Adv.) and on 4 stations for Dash (Pedlar, Ryan & Lusk). Program will be sponsored by Benton & Bowles, New York, individual producer still to be named.

OWI Radio Bureau Staff Realignment

Ludlam Names Bailey, House, Mrs. Cunningham, Rosenberg

APPOINTMENT of Mrs. Marjorie Cunningham, formerly with the Radio Section of the Office of Civilian Defense, as assistant chief of the Special Assignment Division, with headquarters in Washington, was announced last week by George P. Ludlam, chief of the OWI Domestic Radio Bureau.

Mrs. Cunningham succeeds Mrs. Betty Carter who has resigned. Mrs. Carter is owner and publisher with her husband, Maj. W. Hodding Carter, of the Greenville (Miss.) *Democrat Times* and was on leave of absence with OWI.

Other Changes

Several staff changes were also announced by Mr. Ludlam, chiefly affecting the New York operations of the Bureau. Harold Rosenberg has been named deputy chief of the Bureau in charge of the New York office and will continue as chief of the Special Assignment Division.

Harry P. Bailey, formerly an assistant in the Special Assignment Division, has been appointed assistant deputy chief of the New York office.

Jerome Brooks, assistant copy chief of the Radio Bureau, has been made chief of the copy and production section of the editorial and production division with New York headquarters. He will be responsible for the production of recorded spot announcements distributed to local stations throughout the country under the Station Announcement Plan.

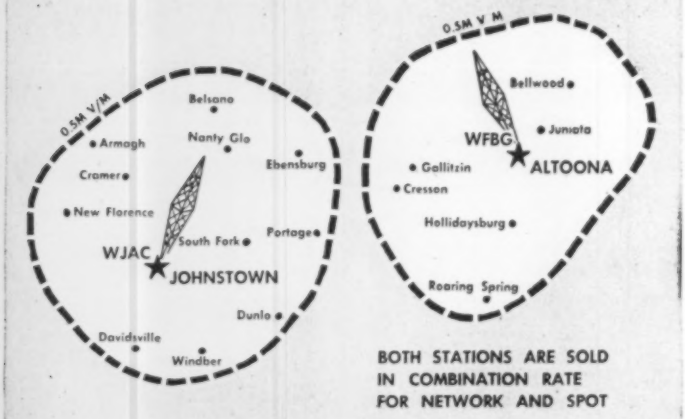
Lee House, with the Radio Bureau since 1942, has been appointed chief of the traffic section of the editorial and production division, headquarters Washington. Mr. House was formerly associated with WLW in Cincinnati. Roderick Holmgren, assistant station relations chief in the Radio Bureau's Chicago office, has been promoted to Assistant Deputy Bureau Chief in Chicago.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

INFORMAL "idea conference" developed at KLZ Denver between (l to r) Charles Pekor Jr., CBS press; Roger Rambeaux, KLZ publicity; Robert J. Landry, head of CBS program writing, and John Prince, KLZ writer, when the two network representatives coincidentally met in the offices of the Denver outlet a short time ago.

MBS LOOKS AHEAD ON ANNIVERSARY

IN ANTICIPATION of the tenth birthday anniversary of Mutual in October, Miller McClintock, MBS president, last week issued a summary of the Network's growth from four stations in 1934 to its present total of 247, and in a statement on the occasion said that the year ahead offers a period of challenge to the radio industry unsurpassed in broadcasting history.

"As proud as we at Mutual are of the great expansion of the network," said Mr. McClintock, "we are thinking not in the terms of the past but of the future, a future that promises fulfillment of the miracle of radio." He added that the shareholders and affiliated stations of Mutual "stand firmly with the rest of American business to assume responsibility for the tremendous task ahead of us in the postwar world."

The summary shows that on the eve of its celebration, the Mutual network is entering its 11th year on the air with gross billings during the first nine months of 1944 showing an increase of 45% over 1943.

WAC Names Katz

JOSEPH KATZ Co., New York and Baltimore, has been appointed by the War Advertising Council as volunteer task force agency to produce Sixth War Loan transcriptions for the use of local stations. Current plans call for an initial series of 24 quarter-hour programs which may be offered for local sponsorship. Production on first of the Treasury discs was reported to have been started last week.

Canada Loan Drive

PLANS for paid broadcasts for Canada's Seventh Victory Loan, which opens on Oct. 23 for $1,300,000,000, are now nearing final stages, with allowances being made, it is understood, for a sudden termination of the European war during the campaign. All spot broadcasts and announcements will be sponsored by national and local advertisers. Network programs on all 73 English-language stations consist of half-hour dramas and hour all-star variety shows. Plans for French-language programs are not yet available. The campaign is in charge of the National Radio Committee, which includes broadcasters, agency executives, and government department heads.

New Bristol-Myers Show

BRISTOL-MYERS Co., New York, is expected to promote Ipana, Mum and Ingram's shaving cream in the Tuesday 9-9:30 p.m. period it has secured on the Blue network. The starting date is understood to be set for Nov. 14 on a hook-up of 149 stations. Fred Brady, comedian, is reported to be signed to team with Gracie Fields, with Myron Dutton directing, but no confirmation of these details was forthcoming from the network or Doherty, Clifford & Shenfield, New York.

FIRST NATIONAL Stores Inc., Somerville, Mass. has renewed *Wartime Food News* featuring Gretchen McMullen, five times weekly, Monday through Friday 9:30-9:45 a.m. on New England Regional Network stations: WBZ Boston, WCSH Portland, Me., WJAR Providence, WLBZ Bangor, WTIC Hartford, WFEA Manchester. Contract for 52 weeks was placed by Badger & Browning, Boston.

Dr. Sloan Drops W&L

ADVERTISING for Dr. Sloan's Liniment, a product of William R. Warner & Co., New York, handled by Warwick & Legler Inc., New York, for a number of years, will no longer be handled by that agency after Jan. 5, 1945. Product is promoted on *Gangbusters* on 91 Blue stations, Friday 9-9:30 p.m. Selection of a new agency is not expected to be set for some time, according to a company spokesman. No change in radio plans has been indicated. Through Warwick & Legler, Warner has advertised the liniment on various "crime" shows, including Warden Lawes' program *20,000 Years in Sing Sing*, in 1939 *Youth vs. Age*, quiz show, on NBC Blue and Red networks, and from October 1940 until the present on the Blue *Gangbusters*, the Phillips H. Lord production.

'Barn Dance' Promotion

PARAMOUNT PICTURE film version of *National Barn Dance*, sponsored on Saturday 9-9:30 p.m. by Miles Labs Inc., Elkhart, will receive extensive promotion on this and other Miles' network programs before the premiere in Chicago Oct. 14 and continuing through Oct. 27. Arrangements for promotion on the air were made by R. M. Gillham, advertising and publicity director of Paramount, with Walter Wade, president of Wade Adv., Chicago, representing program's sponsor, and George Cook representing WLS Chicago, which originates for NBC.

Miss Genevieve Lemper
Foote, Cone & Belding
Chicago, Ill.
Dear Genevieve:
The best proof of what a genuine public service we rendered when we sent our own war correspondent, Howard L. Chernoff, overseas to contact W. Va. boys, is now becoming still more evident. With Chernoff soon due back, requests for public appearances by him are really piling up. Kiwanis, Rotary and Lions Clubs are mighty anxious to set dates for him to appear. In Charleston, the Charleston Open Forum, too, has arranged to have Chernoff as guest speaker for the opening of their 1944 season. This is really significant, since this organization never employs local speakers but always secures the top talent from this country's foremost personalities. We've surely got something worth bragging about, don't you think?

Regards, Yours, Algy

The W. Va. Network
WCHS Charleston WSAZ Huntington
WPAR Parkersburg WBLK Clarksburg

THE 8 COWBOYS
SPONSORED BY
THE SPEARMAN BREWING COMPANY

WAGA PRODUCED FOR 8 STATIONS

OUTSTANDING PROGRAMS AND PRODUCTION
WAGA
ATLANTA
5000 WATTS ON 500 KILOCYCLES
REPRESENTED BY HEADLEY-REED CO.

Do You Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters
HOLLISTER CRYSTAL CO.
Boulder Colorado

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

ALASKA
More listeners per $ through KFQD
COVERING METROPOLITAN AREA OF ALASKA
790KC—1000W
First in Alaska
ALASKA BROADCASTING CO.
Anchorage, Alaska
National Representatives:
Pan American Broadcasting Co.
New York 17, New York

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Election Coverage Arranged by CBS

Night Schedule Rearranged After 8 p.m. for Results

MOST extensive coverage of a Presidential election in the history of radio is planned by CBS for the night of Nov. 7, the network announced last week. Paul White, director of news broadcasts, said the entire evening program schedule will be rearranged after 8 p.m., to give listeners all details of the balloting. Other networks said last week that they are working on election night plans, but have nothing ready to announce as yet.

Elmo Roper, *Fortune* magazine public opinion analyst, will join the CBS news and commentator staff to analyze returns. Staff will be seated on a platform in CBS Studio 22, which will be equipped with batteries of phones, teletypes and news tickers, facing a large blackboard on which returns will be tabulated as they come in.

Full details of the CBS election coverage were to be discussed by Mr. White and news directors of the CBS owned and operated stations at a meeting scheduled to be held in New York Sept. 24.

DEWEY DEMOCRATS PLAN RADIO DRIVE

AMERICAN Democratic National Committee for Dewey, New York, through various local affiliates through the country, such as Democrats for Dewey, Jefferson Democrats for Dewey and All-Party Ticket, is planning quarter-hour talks on stations in from 10 to 12 major cities, including Cleveland, Chicago, Detroit, Milwaukee, Los Angeles, San Francisco and New York, beginning around Oct. 1.

In New York, the ADNCD has signed for two quarter-hour periods on WMCA, Nov. 1 and Nov. 6, 9:15-9:30 p.m., for live talks. Committee is negotiating for time on WEAF WABC WJZ and has been declined time by WOR New York, on grounds that all time available for politics has been given to parties with candidates on the ticket, according to John J. O'Connor of New York, chairman of the executive committee. The committee may use network radio, he said.

Chimney Sweep Spots

G. N. COUGHLAN Co., West Orange, N. J. (Chimney Sweep soot destroyer), on Oct. 2 begins sponsorship of spot announcements, musical clock participation programs, and quarter-hour shows on WBBM WWJ WCCO KXOK WLW KOIN WCAU WJAS KIRO WTIC WEEI WOW WSPD WJAR WWVA. Contracts are for 13 weeks through Roche, Williams & Cleary, New York and Chicago.

LISTENERS to *America's Town Meeting of the Air*, now sponsored on the Blue by Reader's Digest Assn., were told last Thursday that Franklin D. Roosevelt, Thomas E. Dewey and Norman Thomas had been invited to participate in the Oct. 26 broadcast. Mr. Thomas had accepted, and noncommittal acknowledgments had been received from the White House and the headquarters of Mr. Dewey, it was stated.

N. J. Political Series

JOINING in the flurry of campaigns and counter-campaigns to influence New Jersey citizens in casting their vote Nov. 7 for or against the adoption of a new State constitution, the New Jersey Committee for Constitutional Revision is planning a spot radio drive on nine stations in the State to urge a "Yes" vote. Plans call for sponsorship of 30-second and one-minute spots, five and fifteen-minute programs on WAAT WPAT WTTM WTNJ WSNJ WBAB WFPG WCAM WHOM, beginning probably around the middle of October, with the possibility of expanding to New York and Philadelphia. Agency is United Adv., Newark.

GOP Buys Time

REPUBLICAN National Committee has purchased the 8:15-8:30 p.m. period on MBS, Wednesday, Sept. 27, for a broadcast by Congressman Everett Dirksen of Illinois, who was also heard at that time on Mutual last Wednesday and on several previous Wednesdays.

N. Y. Democrats Name Klinger

THE WOMEN'S Division of the N. Y. State Democratic Committee has appointed Klinger Adv., New York, to handle a pre-election campaign and will sponsor thrice-weekly quarter-hour transcriptions of dramatic or straight talk material on 14 New York stations, beginning Sept. 25 and continuing through Nov. 6. Station list, which will be expanded, includes WENY WMBO WBTA WGR WHCU WJTN WMCA WBYN WNBF WHEC WGY WFBL WIBX WATN.

CBS, MBS Carry FDR Precinct Talk

BROADCAST of President Roosevelt and other Democratic Party spokesmen to the Party's precinct workers Oct. 5 will be carried on CBS as well as Mutual, Leonard Reinsch, radio director of the Democratic National Committee, announced last week. He also said that Fredric March, stage and screen star, will speak on the women's program the Democrats are sponsoring Sept. 27 on the Blue.

On Oct. 1, a program aimed at the negro voters will be broadcast on MBS, 4-4:30 p.m., under Democratic sponsorship. Details have yet to be completed, but the broadcast will probably originate from a meeting in Harlem, Negro district of New York.

Last week the Democratic National Committee sponsored the broadcast of a talk made Thursday by Vice-President Henry A. Wallace at a New York rally held by the Independent Voters Committee of the Arts and Sciences, on Mutual 10-10:30 p.m. President Roosevelt's first campaign speech, made to the convention of the Teamsters Union, was broadcast Saturday, 9:30-10 p.m., on NBC and CBS. On Sept. 24 Secretary of the Interior Harold Ickes addressed the convention of the American Slav Congress in Pittsburgh, his talk being broadcast on MBS, 4-4:30 p.m., sponsored by the ASC.

WHAT ARE YOUR POST-WAR PLANS in the DETROIT AREA

Naturally you want a good slice of profits from America's Third Market after the war. The sure way to secure it is to include CKLW in your plans **now!** 5000 watts at 800 kc. gives you **the largest concentrated coverage of the entire area at the lowest dollar cost.** Let's get together and go over your post-war sales picture in this market now!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

'VOTE' DISC PLAN OFFERED BY ASSN.

NON-PARTISAN Assn. for Franchise Education, New York, whose chairman is Henry J. Kaiser, shipbuilder, is engaged in raising funds to finance production and distribution of recordings designed to encourage people to register and vote. Plan calls for a series of 16 discs of jingles, dramatic skits and straight copy appeals, to be offered gratis to all radio stations for use the week before election.

Content would be strictly nonpartisan, according to a spokesman for the organiaztion, which held its first meeting in New York last week. Members of the national committee are said to include Gardner Cowles Jr., president of the Cowles stations and Iowa Broadcasting Co.; Maj. George Fielding Elliott, CBS commentator; Clifton Fadiman, NBC m.c.; Palmer Hoyt, owner of KGW Portland, and Raymond Graham Swing, Blue Network commentator.

Maltex Regional

MALTEX Co., Burlington, Vt., has signed a 13-week contract effective Sept. 26 for participation in *Breakfast With the Fitzeralds*, on a thrice-weekly basis. Current schedule includes news and women's interest programs on WEAF New York, WEEI Boston and New England Regional Network. Agency is Samuel C. Croot Co., New York.

JUST BEFORE the B-29 Super Fortresses took off for their first raid of strategic targets in the industrial heart of Japan in June, Lt Col. Edward E. Voynow, vice-president and Chicago manager of Edward Petry & Co., was there somewhere in China to see things were shipshape. Since transferred to Washington at Army Air Forces headquarters, Plans Section, Col. Voynow was Materiel Officer for the famed XX Bomber Command [BROADCASTING, June 19, 1944]. Public relations officer of the XX Command is Maj. Hugh Higgins, former promotion manager of WRC Washington, who worked with Col. Voynow in China.

Alice E. Lovejoy

ALICE E. LOVEJOY, 28, script reader of the Blue Network in 1942 and a member of the Women's Airforce Service Pilots (WASP), was killed Sept. 13 in a plane crash at St. Port Isabel Channel, Tex. She leaves her parents, a sister and a brother.

State Political Hookup Opened in Pennsylvania

A PENNSYLVANIA statewide regional network for political business has been set up by Dr. Leon Levy, president of WCAU Philadelphia. Political parties and candidates will be able to purchase blanket coverage, with 16 to 20 stations available. The hook-up, set up by Gil Babbitt, publicity and special events director of WCAU, includes: WSAN WFBG WERC WHP WJAC WKST KDKA or WJAS WKOK WRAW WARM WGBE WJPA WRAK WBRE WBAX WGAL WEST WAZL WORK WKBO.

The first business placed for the political network is that of the State Republican Committee, using weekly 15-minute periods, and a spot campaign, six times daily, of 30-, 50- and 100-word announcements. A similar schedule, using 20 stations, is being arranged by the State Democratic Committee.

SHIFTS GRANTED TO WLAY, WGCM

CONSENT was granted by the FCC last wek to the acquisition of control of Muscle Shoals Broadcasting Corp., licensee of WLAY Muscle Shoals, Ala., by Frank Mitchell Farriss Jr. through purchase of two-thirds interest for $16,000. A director of the Smith Packing Co., Nashville meat packers, Mr. Farriss now becomes sole owner of the station through acquisition of the third-interests of Joseph W. Hart and Joseph C. Russell, architects.

Assignment of license of WGCM Gulfport, Miss., from WGCM Inc. to a co-partnership, WGCM Broadcasting Co., was also granted. There is no change in ownership. The transfer application of WTAD Quincy, Ill., for voluntary assignment from Illinois Broadcasting Corp. to Lee Broadcasting Inc., at the same action was designated for hearing. Lee Broadcasting is a new corporation in which majority stock is owned by Lee Radio Inc., which operates KGLO Mason City, Ia. [BROADCASTING, July 10.]

N. Y. Club Course

RADIO Production Clinic sponsored by the Advertising Club of New York as part of its advertising and selling course, opens Oct. 9 with Eugene S. Thomas, sales manager, WOR New York, as chairman. Among those who will conduct clinic meetings are: Julius F. Seebach Jr., program director, and Roger Bower, program producer, WOR; Frank Dahm, free-lance script writer; Joseph A. Moran, associate director of radio, Young & Rubicam Inc.; Dorothy Lewis, coordinator of listener activities. NAB.

Armour Replaces

ARMOUR & Co., Chicago, effective Oct. 2, will replace *Dateline* on CBS Monday 7:15-7:30 p.m. with a new series of Hollywood news and human interest stories on prominent personalities, conducted by Hedda Hopper. Miss Hopper has been heard during recent years on CBS Pacific Coast Netork. Agency is Foote, Cone & Belding, Chicago.

20,226 NEIGHBORHOOD FOOD STORES...
...doing a $410,344,000 a year business in central and eastern New York and western New England, brought together to form a vast, essential market—the WGY Community.
1,045,717 radio families in an area made up of 97 cities* —only WGY can combine them into a single community.
*WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 of over 10,000, and 40 incorporated villages of over 5000.
WGY Gives You the Hudson Circle
GENERAL ELECTRIC WGY SCHENECTADY, N. Y.
WGY-192
REPRESENTED NATIONALLY BY NBC SPOT SALES

Yes, indeed, WINN "KEEP 'EM REMEMBERING" in Louisville with BASIC BLUE PROGRAMS

WINN Louisville WITH WINN

Your BASIC BLUE STATION in LOUISVILLE, KY.

HARRY McTIGUE
General Manager

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

The OPEN DOOR to the prosperous homes of the important EL PASO TEXAS MARKET

KROD CBS

Only KROD can take your message to ALL the El Paso Southwest.

DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager

Howard H. Wilson Co.
National Representatives

AP

WLBC, Muncie Indiana

. . . have subscribed to several other news services, but your AP radio wire is "tops."

W. F. Craig
Commercial Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

ASCAP Honors Pischke

VAIL W. PISCHKE, of the legal staff of Kirkland, Fleming, Green, Martin & Ellis, Washington radio lawyers, has received the ASCAP copyright law award for 1944. The award, consisting of $100 in cash and an illuminated scroll, was made to Mr. Pischke for his paper, "Plural Liability of Musical Copyrighted Compositions." Mr. Pischke, an alumnus of Notre Dame where he participated in radio shows on WSBT South Bend, joined the Washington radio law firm this year.

AD COUNCIL SEEKS WAR THEME CHANGE

TWO IMPORTANT advertising campaigns of the major war agencies can be dropped in whole or in part, and several new drives may be developed, according to a study of home front information campaigns made by the War Advertising Council in the light of recent military successes.

The Council announced that it was advising advertisers, agencies and media to limit and change emphasis hereafter on the Food Fights for Freedom program, and to discontinue, effective Dec. 1, nationwide recruitment campaigns for women workers. According to War Manpower Commission estimates, the latter drive may be confined to getting workers for specific plants in specific areas by that date.

One of the new campaigns, which has been accepted by the Council in cooperation with the Retraining and Reemployment Administration, and the OWI, will probably be directed both to civilians and returning servicemen, with the aim of speeding rehabilitation and training of veterans. Recruiting for the Merchant Marine, which is expected to become a more pressing need after Germany's collapse, will be the object of another campaign now in preparation by the Council.

The WAC emphasizes, however, that many current drives must continue and be intensified after the fall of Germany and throughout the war with Japan—notably War Bonds, the fight against inflation, paper salvage, and conservation.

Army Query Protest

CHARGING a questionnaire sent out by Army District 1, Detroit, of the Sixth Service Command, Chicago, is an "imposition" on all stations receiving it, the NAB last week filed formal protest with the War Dept., Washington. A station member, not identified by the NAB, received a questionnaire from the First District public relations office, seeking information about each quarter-hour on the particular station from noon to 6 p.m. Seven questions were asked about each 15-minute spot, one of which was: "Is this program satisfactory to your station?" At the same time the NAB urged members to notify its headquarters in Washington immediately of any doubtful questionnaires. The NAB Research Committee is working with a Committee on Government Questionnaires to reduce unnecessary forms. Government questionnaires must be cleared by the committee.

AGENCY, SPONSOR and network representatives stuck together at the Wisconsin State Fair, held in Milwaukee the week of Aug. 19-27, when Pillsbury Feed Mills aired a program from the Junior Fair Bldg. Those involved in the Pillsbury undertaking at the Fair are (l to r): Bill Sheppard, radio director, McCann-Erickson, Chicago; Don C. Wirth, managing director, Wisconsin Network; Homer Havermale, vice-president and manager of McCann-Erickson; H. R. Lathrope, Wisconsin Network farm announcer; Everett Mitchell, NBC farm announcer; Dave Hendricks, vice-president, Pillsbury Feed Mills; M. E. Cook, advertising manager, Pillsbury Feed Mills, Clinton, Ia. The Wisconsin Network includes the following stations: WRJN Racine; WCLO Janesville; WHBL Sheboygan; WIBU Poynette-Madison; KFIZ Fond du Lac; WHBY Appleton; WSAU Wausau; WFHR Wisconsin Rapids.

KROS Control Transfer

TRANSFER of control of the licensee corporation of KROS Clinton, Ia. is sought in application filed with the FCC last wek. Sale of 55 shares (27.5%) by Peter Matzen, president, to W. S. Jacobsen, secretary-treasurer of the Clinton Thrift Co., for total consideration of $5,500 is involved in transaction. Mr. Jacobsen now holds 50 shares and Mr. Matzen 102 shares.

FRANCIS H. LEGGETT & Co. (food products), Oct. 2 begins sponsorship of *Meet Miriam Kressyn*. Monday, Wednesday and Friday 2:30 p.m. on WEVD New York. Show will be produced by Joseph Jacobs Organization, New York.

To Honor Novik

MORRIS NOVIK will be tendered a testimonial luncheon in tribute to his work as director of WNYC, New York municipal station, and as coordinator of the New York Radio Committee Sept. 28, by a group of New York network and station executives.

UP in Brussels

UNITED Press reopened its bureau in Brussels last week, with John A. Parris of the London staff in charge, UP reported. This is the third UP bureau to reopen since June, as Reynolds Packard is back in Rome and Henry T. Gorrell and Richard D. McMillan have restored service in Paris.

Stability Counts

NOW---AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL

5000 WATTS NIGHT AND DAY 910 KC

WRNL

• • • EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES • • •

Montgomery AM CP, Two New FMs Requested

NEW STANDARD station at Montgomery, Ala. is requested in an application filed with the FCC last week by United Broadcasting Co. President of the company is T. E. Martin, 76%, attorney. Vice-president is John S. Allen, partner with Besse Kadden in Kadden-Allen Advertising Agency, Montgomery, which holds a 19% interest in the new company. Walter J. Knabe, attorney, holds 5% interest and is secretary-treasurer. Facilities requested are 1,000 w unlimited time on 1600 kc.

Applications for new FM stations were filed by the licensees of WMAZ Macon, Ga. and WDWS Champaign, Ill. Assignment requested for the Macon outlet is 47,700 kc and 12,600 sq. mi. coverage. Estimated cost is $46,000. Champaign assignment requested is 49,100 kc with 4,660 sq. mi. coverage. Estimated cost is $15,800.

War Shifts

CLARK SANDERS, transferred from the KGO-Blue Network engineering department in San Francisco to the overseas staff of the news and special features division, has arrived at Pearl Harbor, according to the Blue Network. As technician-reporter, Mr. Sanders will cover the Pacific naval action with Bill Baldwin, William Ewing and Victor Eckland. Herbert M. Clark has returned to London from France to relieve Harold Peters who has been in charge of Blue's London office.

VIDEO EXPANSION TOLD TO AD CLUB

THE PRESENT 10,000 television-equipped homes in the United States should increase to 741,000 within 18 months after television sets are available at $200 — and within ten years, television equipped homes should multiply to around 23,000,000, Eugene S. Thomas, sales manager of WOR New York, told the Advertising Club of New York, at its first fall meeting, Sept. 19. Mr. Thomas, director of the Advertising Club, attributed the statistics to Thomas F. Joyce, manager of RCA Phonograph & Television Dept.

He said that the five kinds of commercials paying off successfully in television include visual, dramatized, remote pick-up, film and animated or mechanical attention getters. Mr. Thomas said that "instead of adding up all the known costs to get the charge to the advertisers, we should work the other way—calculate what the television audience is worth to the advertiser, and keep costs under that."

If the television program sells four times as much soap as its radio counterpart, he said, a time and talent budget three or four times that of the radio show will make sense. Besides appealing to both eye and ear, Mr. Thomas said, television will appeal to a high-class pocketbook, as ownership of a $200 video set will indicate existence of better-than-average purchasing power.

American Net Programs Maintain Canadian Lead

AMERICAN NETWORK shows lead the September evening national ratings of Elliott-Haynes Ltd., Toronto, with *Radio Theatre* having a rating of 23.5, followed by *Edgar Bergen & Charlie McCarthy* with 20.1, and *Album of Familiar Music* in third place with 18.4. A Canadian quiz show *Treasure Trail* is fourth, with *Words At War* fifth, *Bing Crosby Music Hall*, *Waltz Time*, *Aldrich Family*, *Fighting Navy* (Canadian origination), *Big Town*, *Share The Wealth* (Canadain origination), *Lum 'n Abner*, *Victory Parade* (Canadian origination), *Green Hornet* (Canadian origination), *Vacation Serenade* and *Canadian Cavalcade* (Canadian origination), following in that order.

French language evening program popularity for September is topped by *Course au Tresor* with a rating of 26.8 (up 10.2 points from August), followed by *Le Cafe Concert*, *Secrets du Dr. Morhanges*, *Radio Theatre*, and *Les Amours de Ti-jos*.

ACA IS NEGOTIATING ON ANNOUNCER FEES

AMERICAN Communications Assn. (CIO) is negotiating for an agreement with WLIB Brooklyn for commercial fees for announcers. The union, which won recognition for the announcers several weeks ago, has held a contract for technicians at WLIB for several years.

Negotiations for a new agreement with WARM Scranton, Pa., began Sept. 12, with issues involved including increase in pay and improved working conditions for studio technicians. Outcome is subject to WLB approval. Renewal of agreements, with increase in wages for studio technicians and technician announcers, were negotiated successfully by the ACA with WCAO Baltimore and WDAS Philadelphia.

Other Negotiators

Notices for reopening of negotiations for new contracts have been sent to WHN and WNEW New York; WBNY Buffalo; WHAT and WIP Philadelphia. Also, by mutual agreement with management of WPEN Philadelphia, negotiations for renewal of contract covering announcers and all office workers will be begun before the time provided for in the current agreement.

With preparations for renewal of agreements in progress, dispute between KYW Philadelphia and the ACA was settled amicably and a joint WLB form has been filed by the parties requesting wage adjustments retroactive to August 21, 1943. Recent approval of a new contract between ACA and WCAU Philadelphia provided for increased wages and back pay to technicians.

Hearings were ordered by the NLRB at Palm Beach, Fla., for Sept. 8 on a petition filed by ACA for sole and exclusive bargaining agent for all employes of WWPG Palm Beach. Outcome has not yet been determined.

Sporting Co. Sponsors

MACGREGOR-GOLDSMITH, Cincinnati (sporting goods), on Sept. 30 will begin sponsorship of the first of a series of ten collegiate football games on WJJD Chicago, WLW Cincinnati, and WJR Detroit. Dick Bray, of Cincinnati, will do the announcing. Agency is Hugo Wagenseil & Assoc., Dayton, O.

THE GRANDEST OF CHRISTMAS SHOWS...

"Happy THE Humbug"

A radio-cartoon for kids up to 60 about the amazing adventures of that half-sad, half-glad hybrid of the animal kingdom and his unusual associates. Complete promotional kit including a 16-page Coloring Book, poster-prints, animal cut-out patterns and other publicity material. 15 quarter-hours for pre-Christmas broadcast at rate of 3-a-week. 39 additional shows for continuation past New Year's. Two series may be bought separately or in combination.

THE MAGIC CHRISTMAS WINDOW—another star NBC Recorded Show! Two typical kids discover the secret of walking through the Magic Christmas Window into a world of living toys. Such familiar tales as "The Shoemaker and the Elves"..."A Visit From St. Nicholas"... plus several modern stories are among the 12 thrilling adventures dramatized. Offers unlimited tie-ins with sponsor's own Christmas windows. 12 programs for a suggested 4 week pre-Christmas campaign, using 3 a week.

Write, wire or phone for audition records today!

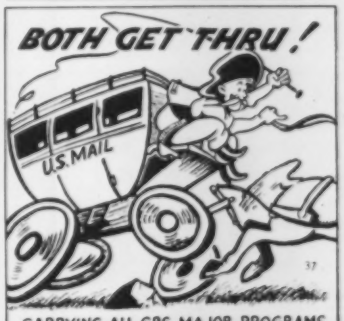
National Broadcasting Co. A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco



CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
This is WDRC Hartford . . .
It's the Basic Columbia Station for Connecticut . . . the station that has one low uniform rate for all advertisers—national, regional and local. It's the station that gives you all 3—coverage, programs, rate!
USE WDRC TO CONNECT IN CONNECTICUT
CBS

SPORTS
MUSIC
NEWS
W ★ H ★ N
50,000 WATTS
DIAL 1050

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N B C

MISSISSIPPI POPULATION UP

Mississippi, expanding rapidly in agriculture and industry, is also growing in population. Latest figures from the U. S. Census Bureau show Mississippi gained 47,605 residents from April 1, 1940 to July 31, 1943—further evidence that the Mississippi market is stable in every way.

Mississippi will hold its wartime growth and continue to grow at a rapid rate after the war. Sensational oil development is giving new impetus to Mississippi business. And WJDX, "the Voice of Mississippi", continues to DOMINATE this profitable, stable, growing market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Thompson Heads WBEN As Twamley Successor

APPOINTMENT of C. Robert Thompson, commercial manager of WBEN Buffalo as station director succeeding Edgar H. Twamley, on leave for overseas Government service, was announced last week by A. H. Kirchhofer, vice-president of WBEN Inc. and managing editor of the *Buffalo Evening News*. Frank W. Kelly, of the WBEN sales staff, was elevated to commercial manager, succeeding Mr. Thompson.

Mr. Twamley, who has been with WBEN since 1932, has accepted a confidential overseas assignment, it was announced. Prior to joining WBEN, he was on the station relations staff of NBC. Mr. Thompson has been with WBEN since December 1942, coming from WEBR Buffalo. He formerly had served as manager of WCOL Columbus and had served with stations in Baltimore and Philadelphia. Mr. Kelly, former commercial manager of WHAM Rochester, joined WBEN in 1938. He holds a first-class commercial operator's license and is an amateur.

The SCHOOL *of* RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Evening Course
OCTOBER 2

8 Weeks' Day Course
OCTOBER 16

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Newscasting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

34 Canada Outlets Get Power Boosts

But Many Lack Equipment To Go From 1 to 5 kw.

THIRTY-FOUR Canadian broadcasting stations have been notified by Walter A. Rush, Controller of Radio, Department of Transport, Ottawa, that they can increase their power from 1 to 5 kw under Havana Treaty allocations. The stations are located in all parts of the Dominion. A forecast of these power increases was given some time ago [BROADCASTING, May 15] by Augustin Frigon, Canadian Broadcasting Corp. general manager, before the Parliamentary Committee on Broadcasting, when he stated that possibly 46 Canadian broadcasters could go to 5 kw under the Havana Treaty.

From the Atlantic to the Pacific the increases go to CJCB Sydney, N. S.; CJFX Antigonish, N. S.; CFNB Fredericton, N. B.; CHSJ St. John, N. B.; CKNB Campbellton, N. B.; CKCW Moncton, N. B.; CFCY Charlottetown, P. E. I.; CHNC New Carlisle, Que.; CJBR Rimouski, Que.; CHRC Quebec, Que.; CKEY Toronto; CHML and CKOC Hamilton, Ont.; CKTB St. Catherines, Ont.; CHEX Peterborough, Ont.; CKWS Kingston, Ont.; CKGB Timmins, Ont.; CJKL Kirkland Lake, Ont.; CFCH North Bay, Ont.; CKPR Fort William, Ont.; CKKC Winnipeg; CKCK and CKRM Regina, Sask.; CHAB Moose Jaw, Sask.; CKBI Prince Albert, Sask.; CFQC Saskatoon; CJOC Lethbridge, Alta.; CFAC Calgary; CFRN and CJCA Edmonton; CKOV Kelowna, B. C.; CJAT Trail, B. C.; CKWX Vancouver, and CJVI Victoria, B. C.

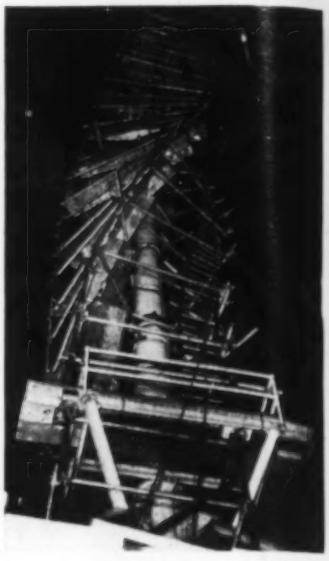
Few of these stations have at present the equipment to make the increase, and some are not yet operating on the full 1 kw for which they are licensed. But, with equipment expected to be available soon after the end of the European war, a number of the 34 Canadian stations are ready to go to the limit of their frequency allocation.

Conkey on 20

G. E. CONKEY CO., Cleveland, began sponsorship of one-minute announcments Sept. 18 three to five times weekly, and quarter-hour programs in October on 20 stations. The 26-week contract was placed by Rogers & Smith, Chicago.

Thadeus W. Jacobs

THADEUS W. (Tad) JACOBS, for five years with Frederic W. Ziv Co. as southern representative, died Sept. 3 in Atlanta. He is survived by his wife, daughter, and mother.



TWISTED WRECK is all that remains of the CBS New York FM antenna after the hurricane hit it. Antenna is 85 feet high and is located at 500 Fifth Ave., New York.

New to Networks

BLUE NETWORK, in a review of new and returning commercial programs this fall, reports that out of 18 new shows on the network, six are sponsored by advertisers new to network radio—Chatham Mfg. Co. (blankets, fabrics), sponsoring *Chatham Shopper*, Sat., 1-1:15 p.m.; Raytheon Mfg. Co. (radio tubes and equipment), *Meet Your Navy*, Sat., 7:30-8 p.m.; Reader's Digest Assn. (magazine), *Town Meeting*, Thurs., 8:30-9:30 p.m.; Scripto Mfg. Co. (pencil leads), *George Hicks*, Sun., 1:15-1:30 p.m.; Lederle Labs. (institutional), *Do the Doctors Talk It Over*, Fri., 10:30-10:45 p.m., and John H. Breck Inc. (hair shampoo), *Beautiful Music*, Wed., 3:30-4 p.m.

RCA, RMA 'Interested'

ALTHOUGH not filing appearances, RCA and Radio Manufacturers Assn. both notified the FCC their organizations were interested in all phases of the allocations hearings beginning Thursday in Washington and would send observers. RCA also filed in behalf of its subsidiaries, NBC, RCAC, Radiomarine Corp., but said RTPB speakers would cover their interests.

Cereal on 35

CAMPBELL CEREAL Co., Minneapolis, will sponsor minute announcements, quarter-hour and half-hour shows on 35 stations for 26 weeks. Agency is Cambell-Mithun, Chicago.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of U. S. Recording Co.
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BUY WAR BONDS

"OUR FIFTH YEAR"
for Kohlers Dry Cleaners, WFMJ
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Timebuying Tips Revealed to Bakers

Hedges, NBC Vice-President Advises Daily Schedule

"DON'T expect overnight miracles in buying radio time," William S. Hedges, NBC vice-president, told a meeting of the Quality Bakers of America, held last Tuesday at the Waldorf-Astoria, New York.

"It is the long pull that counts and it pays off well," he declared, stating that the only way an advertiser can get stung in buying station time is by making the mistake of quitting too soon. Every station has a following, he said, and station rates are in line with what the station delivers.

Advising the bakers to match their station selection with their distribution, Mr. Hedges said: "Even where a powerful station outside of your community may be listened to more on the average than your local station, unless your marketing area extends beyond the influence of your local station, you should buy locally because the influence of your local station, particularly in the early morning hours, is far greater than the influence of any outside station.

Urges Daily Schedule

Daytime is probably the logical buy for bakers, who are more interested in reaching women and children than men, he said, adding that the time is not so important since sets in use vary only slightly from 8 a.m. to 1 p.m. More important, he added, is the program opposite on another station or next to it on the same station, advising his audience to choose time near a popular program on the station they use.

"If your budget can possibly stand it, get on a daily schedule at a fixed time," Mr. Hedges said, citing a survey in which 43.5% of the housewives interviewed believed that a program every day would be most useful to them and adding that this preference is also held by successful retail users. "It is even more satisfactory to supplement your one program daily with announcements scattered throughout the station schedule," he added.

KSOO, KELO HEARD IN DUOPOLY RULING

OVERLAPPING of service as forbidden in the FCC duopoly rule (3.35) is not applicable to KSOO and KELO Sioux Falls, S. D., the Sioux Falls Broadcasting Assn., licensee, contended last Thursday in a license renewal hearing before the Commission. Licensee had petitioned for a hearing on the grounds that the duopoly rule is not applicable, since KSOO, a 5 kw station, operates days only on 1140 kc, while KELO, operating on 1230 kc with 250 w is a fulltime station.

Interpretation of the word "substantial" with reference to overlapping was one of the major factors in the hearing, petitioner asserting that because KSOO is a parttime station there is no "substantial" overlapping. Witnesses included George Davis, consulting engineer; Mort Henkin, vice-president and general manager, and George Hahn, commercial manager. Segal, Smith & Hennessey appeared for the licensee.

'Meeting' on WCPO

CINCINNATIANS heard *America's Town Meeting* debate on the CIO Political Action Committee last Thursday night over WCPO instead of the regular Blue outlet, WSAI. Not only that, but Mortimer C. Watters, vice-president of Scripps-Howard Radio and general manager of WCPO, canceled one commercial and postponed another to carry the *Town Meeting*, a sponsored program, without charge. WSAI previously was committed to air a double header game between the Cincinnati Reds and Philadelphia Phillies and had to cancel the *Town Meeting*.

PERFORMING rights to symphonic and concert music of SACEM, French performing rights society, have been acquired by ASCAP from the Alien Property Custodian, which seized them following the German occupation of France. Previously the copyrights had been controlled in the United States by Elkan-Vogel Co., Philadelphia.

DICK HOTTELET, Columbia war correspondent, speaking on CBS *World News Roundup*, 8-8:15 a.m. last Thursday from the town of Maastrich in Holland, said it was the first broadcast direct from that country.

Dennis Joins Allied

WALT DENNIS, director of public relations of WHN New York, will join Allied Purchasing Corp., buying association of 64 retail stores throughout the country, Oct. 16 as manager of radio and television. One of his first duties in his new post will be to work with the NAB in connection with the test retail radio campaign to be conducted by Joske's of Texas, San Antonio department store, an Allied affiliate, under the supervision of the NAB [BROADCASTING, April 3]. This will be a resumption of old associations for Mr. Dennis, who was chief of the NAB news bureau for eight months before joining WHN in late 1943. Prior to NAB he had been director of merchandising and sales promotion of KVOO Tulsa.

Mr. Dennis

Cities Service Change

CITIES SERVICE CO., New York, sponsor of *Cities Service Concerts* on NBC for a number of years, on Oct. 27 replaces the program with *Highways in Melody*, with Paul Lavalle's all-string orchestra, the Ken Christie Choir and guest soloists on 68 NBC stations Friday 8-8:30 p.m. Walter Lurie will produce and direct. Agency is Foote, Cone & Belding, New York.

Carlton Rejoins 'Post'

LEONARD CARLTON, who left the job of radio editor of the *New York Post* at the outbreak of the war to join the OWI, will rejoin the paper Oct. 1 as assistant to the publisher for radio, it was learned last week. Paper has an application before the FCC for the acquisition of WLIB Brooklyn and is planning subsequent expansion into FM and television as well. Mr. Carlton will serve as liaison between the paper and its radio affiliates, it is understood. If the transfer of WLIB to the *Post* is approved, his first duties will be in connection with the programming of that station.

WING

Dayton, Ohio

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

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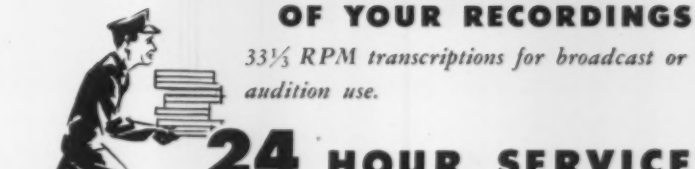

OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD

RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

WANTED

Additional recording engineers. Studio control experience required. Permanent employment in New York City, under pleasant working conditions.

Our employees have seen a copy of this ad.

Write Box 715, BROADCASTING

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 16 TO SEPTEMBER 22 INCLUSIVE

Decisions . . .

SEPTEMBER 16

Mississippi Broadcasting Co., Jackson, Miss.—Adopted order denying petition for severance of application for CP from consolidated hearing, as well as application new station Macon, Miss., and Birney Imes Jr. application new station Meridian, Miss. Action taken Sept. 15.

SEPTEMBER 18

WQBC Vicksburg, Miss.—Granted license cover CP authorizing change frequency, hours of operation and power increase.

Valley Broadcasting Co., West Point, Ga.—Granted license cover CP new station (WRLD).

Middle Georgia Broadcasting Co. Macon, Ga.—Placed in pending file application new FM station.

The Pixleys, Columbus, O.—Same.

Radio Sales Corp., Seattle—Same.

WMLL Evansville, Ind.—Placed in pending file application change frequency, move transmitter and install new antenna and transmitter in FM station.

Blue Network Co., New York—Placed in pending file application new commercial television station.

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Consulting Radio Engineer
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Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
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From FCC Application to Complete Installation of Equipment
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PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

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Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

Blue Network Co., Chicago—Same.

Blue Network Co., Los Angeles—Same.

Maison Blanche Co., New Orleans—Same.

United Broadcasting Co., Cleveland—Same.

Yankee Network Inc., Boston—Same.

SEPTEMBER 19

KMBC Kansas City—Adopted order denying petition for amendment Sec. 2.71 so as to establish 540 kc as standard broadcast frequency. Designated for hearing application change 980 kc 5 kw DA-N unlimited to 540 kc 50 kw unlimited and change antenna design, transmitter location.

WSYR Syracuse—Designated for hearing application make changes DA.

Nashville Radio Corp., Nashville Tenn.—Adopted order denying petition for withdrawal from consolidated hearing and grant of application new station.

Capitol Broadcasting Co., Nashville, Tenn.—Designated for hearing application new station, to be consolidated with hearing on applications of Nashville Broadcasting Co., Tennessee Broadcasters and J. W. Birdwell.

WOL Washington—Granted vol. assgn. license from American Broadcasting Co. to Iowa Broadcasting Co. for $38,367.41.

WMT Cedar Rapids, Ia.—Granted vol. assgn. license from Iowa Broadcasting Co. to American Broadcasting Co. for $35,-081.55.

WTAD Quincy, Ill.—Designated for hearing application for vol. assgn. license from Illinois Broadcasting Corp. to Lee Broadcasting Inc.

WGCM Gulfport, Miss.—Granted vol. assgn, license from WGCM Inc. to WGCM Broadcasting Co.

WLAY Muscle Shoals, Ala.—Granted acquisition of control by Frank Mitchell Farriss Jr. through purchase 66 2-3% capital stock for $16,000.

WQAM Miami, Fla.—Granted petition to reconsider and grant without hearing application for mod. license use auxiliary transmitter N; application removed from hearing docket and granted.

WBAX Willkes-Barre, Pa.—Temporary license further extended from Sept. 22 to Dec. 22 upon consideration of petition filed by licensee.

WDBJ Roanoke, Va.—Granted request of J. P. Fishburn for reconsideration and grant of license renewal application designated for hearing re Sec. 3.35 because of Fishburn's directorship and stock interest in WSLS. Said directorship has been resigned.

KFAC Los Angeles—Granted license renewal for period ending 11-1-45.

KFOX Long Beach, Cal.—Same.

KVOR Colorado Springs, Col.—Same.

WATR Waterbury, Conn.—Same.

WHBF Rock Island Ill.—Same.

WHLD Niagara Falls—Same.

WISH Indianapolis—Same.

WKNE Keene, N. H.—Same.

WNAC Boston—Same.

WORC Worcester, Mass.—Same.

WBBB Burlington, N. C.—Granted license renewal for period ending 5-1-47.

WISN Milwaukee—Same.

KFAB Lincoln, Neb.—Present license further extended on temporary basis only pending determination license renewal application.

WBBM Chicago—Same.

KFAB Lincoln, WBBM Chicago—Special service authorization for synchronous operation from Lincoln sunset to 12 midnight further extended on temporary basis only.

WGBF Evansville, Ind.—Granted license renewal on temporary basis only for period ending 11-1-45; conditions.

W9XLA Denver—Granted CP change from experimental high frequency station to developmental broadcast station, install new transmitter, change 100 w to 1 kw, 25,400 kc to 43,500 kc, change emission to special for FM, unlimited time. Also granted CP for satellite station, 100 w, special emission, unlimited time; conditions.

Rev. Sam Morris, San Antonio, Tex.—Denied motions requesting that Commission amend and enlarge issues in hearings on renewal applications of KGKO WBAP WFAA and to require statements from each concerning operations.

Finger Lakes Broadcasting System, Geneva, N. Y.—Granted petition take depositions re application new station.

Atlantic Broadcasting Co., Savannah, Ga.—Passed for one week motion to consolidate application of petitioner with that of WGPC.

KMLB Monroe, La.—Granted petition for continuance hearing re application for CP now set Sept. 25; continued hearing to Oct. 25.

Marietta Broadcasting Co., Marietta Ga.—Denied motion for continuance consolidated hearing now set Nov. 17 re application for CP by petitioner, and application of Chattahoochee Broadcasting Co., Marietta, Ga.

KXA Seattle—Granted petition insofar as it requests intervention in hearing on applications of Albuquerque Broadcasting Co.

Mississippi Broadcasting Co., Jackson, Miss.—Granted request for continuance consolidated hearing of applications of Birney Imes Jr., Meridian, Miss. and petitioner's applications for new stations Macon and Jackson, Miss.; continued same to Oct. 20. Also granted motion to take depositions.

SEPTEMBER 21

KPAS Pasadena, Cal.—Granted petition postpone KPAS KFVD license renewal hearing; postponed same from 9-21 to 11-20-24.

WFLA Tampa, Fla.—Granted mod. CP for extension completion date from 9-15 to 10-15-44. Action taken Sept. 14.

Tentative Calendar . . .

SEPTEMBER 27

Air-Waves Inc., Louisiana Communications Inc., Baton Rouge, La.—CPs new station (consolidated hearing).

SEPTEMBER 29

WGKV Charleston, W. Va.—License renewal and relinquishment of control.

Applications . . .

SEPTEMBER 19

WLLH Lawrence Mass.—License to cover CP for synchronous amplifier for changes in transmitter equipment and increase power.

WMBD WAIN WPEO WEKI WEKH Peoria, Ill.—Transfer control from H. D. Morgan to Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott.

Telegram Pub. Co., Salt Lake City—CP new standard station, 1490 kc 250 w unlimited.

Central Valley Radio, Lodi, Cal.—CP new standard station, 1600 kc 250 w unlimited.

KFXD Nampa, Ida.—CP change operating assignment amended to change applicant to Frank E. Hurt & Son.

KQW San Jose, Cal.—CP increase 5 kw to 50 kw, install new transmitter, changes in DA for DN.

SEPTEMBER 21

WCAO Baltimore—License to cover CP authorizing move of formerly licensed transmitter for use as auxiliary.

United Broadcasting Co., Montgomery, Ala.—CP new standard station, 1600 kc 1 kw unlimited.

KROS Clinton, Ia.—Transfer control from Peter Matzen to W. S. Jacobsen.

School District of Kansas City, Mo.—CP new noncommercial educational station, 42,500 kc 1 kw special emisison for FM (resubmitted).

KDYL Salt Lake City—CP new experimental Channel 1 television station, amended to also request Channel 17 50 w visual (200 w peak) 100 w aural.

KFAB Lincoln, Neb.—CP change operating assignment amended re change studio location, change type transmitter and DA-N (petition to reinstate).

WMAZ Macon, Ga.—CP new FM station, 47,700 kc 12,600 sq. mi., $46,000 estimated cost.

WDWS Champaign, Ill.—CP new FM station, 49,100 kc 4,660 sq. mi., $15,800 estimated cost.

SEPTEMBER 22

Eagle-Gazette Co., Lancaster, O.—CP new standard station, 880 kc 1 kw D.

Jonas Weiland, Petersburg, Va.—CP new standard station, 1490 kc 100 w unlimited.

WBT Charlotte, N. C.—CP install DA-N.

W9XJC Milwaukee—License to cover CP new developmental broadcast station.

KRKO Everett, Wash.—CP move transmitter and studio and install new antenna and ground.

HONORABLY DISCHARGED WORLD WAR II VETERAN

•

Topnotch newscaster-announcer, M. C. special events, public relations. 12 years radio and public relations experience with network and 50 kw.

Seeks immediate permanent connection with opportunity. Excellent background, record, references.

BOX 697, BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Wanted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, expected income, etc. Your application will merit our complete confidence. Box 679, BROADCASTING.

Chief engineer—Engineering school graduate. Must be thoroughly experienced in all phases construction, maintenance and operation of AM up to 50 kw., FM and knowledge of television and facsimile. Must be able to direct men and understand FCC rules, forms, etc. This is opportunity with security now in future and decent salary for right man now employed in radio broadcasting as chief engineer, or in government service, manufacturing company, etc., who wishes to make a change for the better. New York City station. Write in confidence. Box 685, BROADCASTING.

Wanted—writers, writer-producers. Immediate openings for experienced writers and writer-producers. State experience, draft status, and salary expectations. Box 690, BROADCASTING.

We are looking for an A-1 emcee for an old, established hillbilly show. The show, which is commercial, runs for an hour a day, six days a week. The man we want knows hillbillies and hillbilly music. He has established a name for himself in this field. He will get an excellent salary and will make additional money through personal appearances. If you have the answer let us hear from you. Give us your complete background, references, etc. Address Box 692, BROADCASTING.

Wanted—Capable announcer for growing mid-south market. If good can qualify as chief announcer of network station. Basic pay dependent on experience and talent available for good man. Please send outline of qualifications and experience and audition record if possible to Box 693, BROADCASTING.

Announcer to join staff of southern 50 kw station. Must be steady, experienced man. Basic salary and commercials. All applications will be kept in strict confidence. Box 694, BROADCASTING.

Salesman, capable of developing into sales manager. A good job for the man who can produce. Give references, experience, and salary desired. Box 700, BROADCASTING.

Operator with first class radiotelephone license. Good job for experienced, capable man. Give experience and reference. Box 701, BROADCASTING.

Experienced announcer who can handle sports announcing. Steady employment. Furnish experience record and references. Also give salary desired. Box 702, BROADCASTING.

Secretary wanted!—A network radio station in Philadelphia is looking for a secretary for one of its executives. Applicants must have at least two years secretarial experience in a radio station or network with good references. All replies will be held in strict confidence. Address your application to Box 703, BROADCASTING.

Sales promotion man—Well-grounded in radio promotion and merchandising for job with future. Box 711, BROADCASTING.

Need two good announcers for NBC affiliate. One kw station. Good hours, good pay. If interested send complete details in letter plus voice transcription to Jack Lathbun, WCOA, Pensacola, Florida.

Wanted—Announcer. Capable of general announcing and production. Position permanent. Send audition transcription and full information. KTRI, Sioux City, Iowa.

Help Wanted (Cont'd)

Announcer wanted—NBC 5 kw station. A well-equipped man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the region which we serve. We'll start him at $47.50, and give him opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

Chief engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Chief engineer, permanent position, for Sedalia, Missouri, 250 watt station latest RCA equipment, Mutual Network.

Wanted—Announcer. There's a war on, but the man we want must speak English. No double-talkers or marble-mouthers need apply. Sure, it's a good job; permanent, too. You won't get rich on the starting salary, but the right man will eat regularly to begin with, and he'll get commercials without any station deductions or chisels. Full details first letter, please. WSNY, a good local station in Schenectady.

Wanted—Experienced announcer for permanent position on progressive Mutual station. Prefer man with restricted license. Salary open. Write or wire KFFA, Helena, Arkansas.

Help Wanted (Cont'd)

Immediate opening for announcer-newscaster. Send full details and transcription to Pete Smythe, KLZ, Denver.

Advertising salesman. Good possibilities. Permanent. KFRO, Longview, Texas.

Announcer—We have a permanent staff job for a versatile, industrious man, good on news, with some experience. Write fully. WLLH, Lowell, Mass.

Situations Wanted

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Radio engineer desires chief engineer's position with station located in midwest or Rocky Mountain section. Twenty years experience construction, maintenance and operation. Minimum $60.00 weekly. Please state all first letter. Box 674, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up the road from announcer to general manager, and have done each job thoroughly. All of those with whom I've been associated may be used as references. My interest lies in radio at $5,000 per year or better. Will be available in a few weeks. Would you want to hear further? Box 678, BROADCASTING.

SALES MANAGER OF NORTHERN REGIONAL WANTS SIMILAR POSITION, SOUTHERN, LOCAL, OR REGIONAL, OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 680, BROADCASTING.

Experienced staff special events announcer and control operator. Prefer midwestern network station. Draft exempt. Please state salary. Box 691, BROADCASTING.

Woman commentator, announcer 4 languages, actress, singer, program director, news and radio writer, editor, with operator's license. Box 716, BROADCASTING.

Engineer—Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—4 years experience 3 years electrical engineering college. At present chief of kilowatt regional, married, 4F, capable engineer with good references. Want permanent position with good future. Box 698, BROADCASTING.

Radio engineer—High school graduate. Second class license. No experience. Prefer position in northeast U. S. Please give complete information first letter. Box 699, BROADCASTING.

Announcer, seven years experience. Capable, reliable. Newscaster, ad-lib, transcriptions. Strong commercial, general ability. Midsouth, southeast. Immediately. Box 704, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago Mr. Clifford.

Wanted to purchase—Transmitter and all other available equipment for new station. Box 695, BROADCASTING.

Wanted to buy—250, 500 1000 watt transmitter meeting FCC requirements. Also antenna, control board, turntables, etc. Give full information. Box 705, BROADCASTING.

Wanted to buy—Full or part interest in 250 watt station located in a north eastern state. Can make an immediate purchase. Box 714, BROADCASTING.

Wanted—Frequency monitor any type. Call or write WHMA, Anniston, Alabama.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

For sale—Two 150 foot bolted insulated towers. Available immediately. Box 686, BROADCASTING.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

Available—Several four position consoles with line, audition, monitor, amplifiers included. Also two 250 watt transmitters. Box 1925, Washington, D. C.

Presto model C recorder complete with high quality heavy duty custom built amplifier. Recent factory overhaul and conversion for convenient speed change. Good condition. $700.00 f.o.b. Savannah, Georgia. WSAV, Savannah, Ga.

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

250 watt composite broadcaster transmitter ready for FCC approval, with 160 foot Wincharger tower. $6,800.00. Myles H. Johns, 231 West Wisconsin Avenue, Milwaukee 9, Wisc. Phone Broadway 1590.

For sale—Two WE 270A tubes. Never used. List price. FOB Monroe, La., KMLB.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Announcer Wanted by KSD

We have an excellent opportunity for an experienced announcer for staff work. He must be above average in ability and performance. Only men with highest qualifications will be considered. In reply give full information regarding experience, education and draft status. Statement of availability will be required.

KSD

Basic NBC Station
St. Louis

WANTED

Experienced staff announcer by 50,000 watt southern station. For appointment for interview, address Manager, Station WPTF, Raleigh, N. C., giving full particulars.

STATION WPTF
RALEIGH, N. C.

BILLION DOLLAR RADIO SALES SEEN

Caldwell Estimates Market at 16 Million Sets; Expects Rapid Television Rise

A MARKET for a billion dollars' worth of civilian radio products a year following the collapse of Germany is predicted for the radio industry and trade by Dr. Orestes H. Caldwell, former Federal Radio Commissioner, who has compiled statistics of the radio industry for many years.

Dr. Caldwell's estimates, based upon studies made by his editorial associates on the magazines, "Radio and Television Retailing" and "Electronic Industries," follow:

16 million radio sets	retail value	$733,000,000
60 million replacement tubes	retail value	65,000,000
Repair parts	valued at	90,000,000
Batteries for 3 million portable radios	valued at	12,000,000
Phonograph records, 200,000,000	valued at	100,000,000
Total radio merchandise		$1,000,000,000

The above figures assume that no substantial number of television sets will be distributed during the first twelve months of civilian radio sales. Within a few years, however, annual television volume may be expected to duplicate in dollar volume that of radio sets—selling say one-sixth to one-quarter as many television units at prices averaging four to six times those of present radio sets.

Wright Bryan of WSB Captured by Germans

WRIGHT BRYAN, war correspondent for WSB Atlanta, the *Atlanta Journal* and NBC, was captured by the Germans on Sept. 12 near Chaumont and is now believed to be in a prison camp in Germany. He was wounded in the left leg and treated in a hospital at Chaumont, according to John Mecklin, *Chicago Sun* correspondent, who was captured with Mr. Bryan and subsequently released. Edward W. Beattie, United Press correspondent, also was captured.

Mr. Bryan

Mr. Bryan was the first American correspondent to broadcast an eye-witness report of the Allied invasion of France on June 6. Returning to London after a flight across the Channel, he described the beachhead landings as seen from a plane in an early morning pooled broadcast to the four American nationwide networks. A native of Atlanta, he attended Clemson College and the U. of Missouri School of Journalism before starting to work on the *Atlanta Journal*, which he served as city editor, managing editor and associate editor before going abroad as a war correspondent.

RCA Upholds Discs

RCA RESEARCH Laboratories is investigating new methods of recording on film, tape and wire, but, "in our opinion," nothing now contemplated in the laboratories or in use commercially at present shows any signs of offering such flexibility, tonal fidelity and simplicity at low cost as do the conventional disc and phonograph", RCA Victor Division of RCA reported in a letter sent last week to dealers and distributors. Letter estimates that only 15% of the potential market for records is equipped with phonograph turntables and predicts an enormous increase in record sales when phonograph production for civilian use is resumed.

Morgan WMBD Interest Sold to Peoria Trio

APPLICATION was filed with the FCC last week for transfer of control of Peoria Broadcasting Co., licensee of WMBD Peoria, Ill. and relay stations WAIN WPEO WEKI WEKH, from H. D. Morgan, vice-president and treasurer, to Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott. Transaction involves sale of all 500 shares (50%) held by Mr. Morgan and 10 shares held by Leslie Harrison for consideration of $114,750. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated.

Carl Slane is publisher of the Peoria *Journal-Transcript* and the Peoria *Morning Star*. The other transferees are also directors in the newspaper companies. Stock holdings would be: C. P. Slane, 86 shares; F. P. Slane, 212 shares; E. P. Talbott, 212 shares. Remaining 49% interest is held by Edgar L. Bill, president. A CBS affiliate, WMBD operates on 1470 kc with 5,000 w LS and 1,000 w night.

CLOPAY Corp., Cincinnati, O., has appointed Ruthrauff & Ryan, Cincinnati, to handle its advertising. Radio plans are being considered.

Blue Executives' Junket

DELEGATION of the Blue Network executives and stars, headed by Board Chairman Edward J. Noble, last Wednesday visited Lodi, N. J., site of the transmitter of the Blue key station WJZ New York, where they were received at City Hall by Mayor Joseph Luna, entertained at lunch by the Lodi Rotary Club, paraded through town behind the high school band, and fought to a 10-10 tie in a softball game with the Lodi City Council. Starting battery for the Blue team was Mr. Noble, pitching, and Mark Woods, network president, catching. Edgar Kobak, Keith Kiggins, Phillips Carlin, Pete Jaeger, John McNeil, Charles Rynd, C. R. Priaulx, and George Milne also participated in the contests.

Duopoly Precedent Set As Fishburn Holds Stock

WHAT MAY be a precedent in "duopoly" ownership was established last Tuesday by the FCC in the case of Junius P. Fishburn, Roanoke newspaper publisher and licensee of WDBJ. Mr. Fishburn also holds a 40% interest in WSLS, the second Roanoke outlet.

In another duopoly decision the Commission granted a license on a temporary basis until Nov. 1, 1945, to Evansville on the Air Inc., licensee of WGBF, "subject to whatever action may be taken upon pending application for renewal". Evansville on the Air, also licensee of WEOA, has filed petition for hearing, contending the duopoly regulation is not applicable. Meantime the WGBF license was due to expire Oct. 1.

The FCC had set for hearing the WDJB renewal because of Mr. Fishburn's ownership identity with WSLS and because he served on the latter station's board. The Commission announced that it had granted the request of the publisher-broadcaster for reconsideration and grant of the renewal application without hearing, since he had resigned his directorship while retaining his stock interest. Mr. Fishburn, it is understood, also disclaimed any participation in the operation of WSLS, a 250 w station on Blue and Mutual. WDBJ, a regional, is a CBS outlet.

Drawn for BROADCASTING by Sid Hix

"I Have a Woman in the Balcony, Doctor."

Rev. Morris Plea Is Denied by FCC

Dry Issue Held Irrelevant In Texas Duopoly Case

ATTEMPTS of Rev. Sam Morris, Texas prohibitionist, to make a wet-and-dry issue of a hearing before the FCC last week of KGKO and WBAP Fort Worth and WFAA Dallas, to determine whether Rule 3.35 (duopoly regulation) is applicable, were thwarted when Examiner Tyler Berry ruled out Mr. Morris' testimony on the prohibition question.

Renewal of the three stations' licenses had been designated for hearing on petition of the licensees, who contended the duopoly regulation was not applicable. Mr. Morris' petition to intervene was denied and a subsequent motion to amend and enlarge the issues also was denied, Commissioners Paul A. Walker and Clifford J. Durr dissenting.

FCC Approved Pact

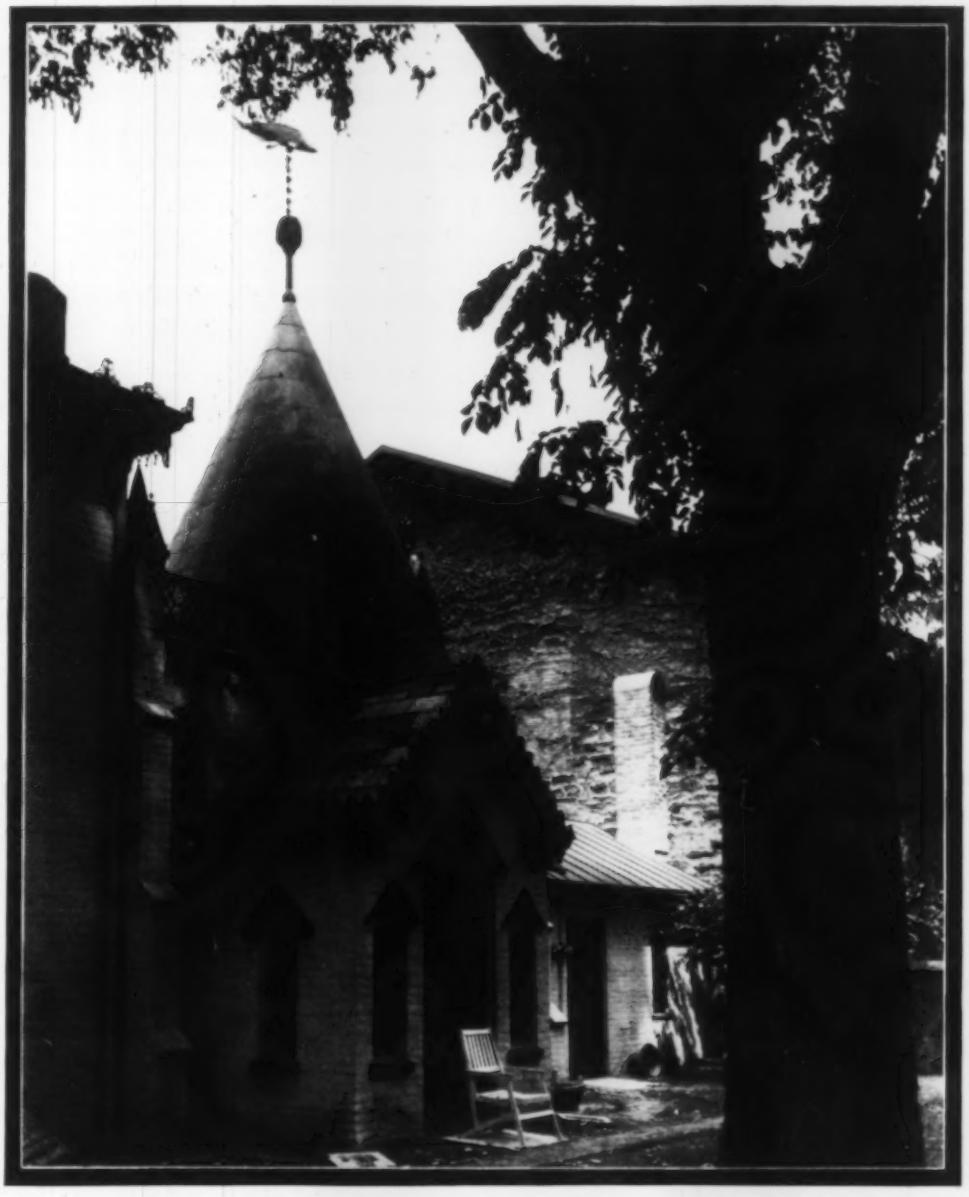
Harold V. Hough, radio supervisor of Carter Publications Inc., licensee of WBAP, and general manager of KGKO, licensed to KGKO Broadcasting Co., testified as to the history of the three stations, how WBAP and WFAA have shared time since the early days of radio. Each station operates on 820 kc with 50 kw half time.

James M. Moroney, vice-president and secretary of the A. H. Belo Corp., licensee of WFAA, corroborated Mr. Hough's testimony. In 1940 Carter Publications and the Belo Corp. each acquired half interest in KGKO, operating on 570 kc with 5 kw power. Under agreements approved by the Commission in 1940, the witnesses testified, KGKO leases studio space from each of the other two stations and operates half time from Dallas and the other half from Fort Worth, making, in effect, two stations, one of 50 kw on 820 and one of 5 kw on 570, thereby no overlapping takes place. The KGKO transmitter is located midway between Dallas and Fort Worth.

Mr. Morris took the stand, under Commission ruling that he could testify on the issues, and repeated virtually what his petition to intervene had alleged, that the three stations fail to operate in the public interest inasmuch as they carry programs sponsored by beer manufacturers, but have denied him time to discuss prohibition. His testimony was ruled out as irrelevant.

Representing the A. H. Belo Corp. was Philip G. Loucks, Washington attorney. Segal, Smith & Hennessey, Washington law firm, and Abe Herman, Fort Worth lawyer, appeared for Carter Publications and KGKO Broadcasting Co. David H. Diebler represented the FCC. Appearing for Rev. Morris were Henry M. Johnson, Louisville, and Robert H. McNeill Washington.

Petitioners were given 20 days in which to file findings.



NEW HARMONY, INDIANA . . . *"The Rain Is Golden"*

One hundred thirty years ago,
New Harmony was built of dreams of men:
Of the ascetic dream of Father Rapp,
Who reckoned without human frailty
And failed;
Of the philanthropic dream of Robert Owen,
Seeking that men might live together
Without fear, or want, or jealous competition,
Sharing the bounty of their labors.

This was to be Utopia . . .
But mortals are not born to know perfection;
So God, to give a sign that He approves
Man's striving for ideals beyond his reach,
Decreed that, every year, the ground be paved with gold,
Like Heaven's own.
Each June, His hand festoons thousands of Gate Trees
With brilliant yellow blossoms;
Like little round rain clouds, they gather
Until, bestirred by gentle summer winds,
They shed their petals in a gorgeous shower
Of the Golden Rain.
And nowhere else in all this land
Do trees like these abound!

Today, New Harmony is an old and interesting town.
And yet, because the hand of God has touched it,
It is much more than just a placid town . . . not ONLY
To those who live here among the Golden Rain . . .
But to us.

WLW

The Nation's Most Merchandise-able Station

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COPIES ON REQUEST! Many readers have expressed a desire to have copies of this series. They will be available soon, in brochure. To help us make our print order accurate and conserve paper, please make your request at once.

If you could only hire *MEN* this way!

Even on the best man you hire, you take a chance.

You can weigh his experience. You can find out something about his ability. But you can't tell what he'll do for *you* until he's on the job.

Not so with RCA Tubes.

You know just what to expect from any RCA tube—before it goes to work.

That's because broadcast transmitter engineers have reliable performance information on all RCA tubes right at their fingertips—technical data of great importance. In actual use, technical information on RCA tubes serves as a trustworthy guide to help select the best types to keep your station on the air—prevent costly program interruptions—keep tube costs low.

But the data *must be accurate*. For your transmitter is designed around the performance of specific tubes. If a tube is overrated, it may fail prematurely and throw you off the air. If a tube is *too* conservatively rated, you are buying more tubes than you need for your specific requirement.

Every new RCA tube type undergoes exhaustive tests of capacity and endurance before it is rated officially. These tests are performed by engineers with years of experience in designing and operating tubes—men who know *your* needs—men who don't have to guess.

RCA's conservative, yet practical, rating methods are your advance assurance that RCA tubes will do their jobs efficiently and economically—one more reason why RCA transmitting tubes are the standard of comparison in the broadcasting industry.

* * *

The Magic Brain of all electronic equipment is a Tube—and the fountain-head of modern Tube development is RCA!

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